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NUMBER 198 APRIL 1978

MAD

"Most of the people who slap you on the back expect you to cough up something!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

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JERRY De FUCCIO, NICK MEGLIN *associate editors*
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CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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LETTERS DEPT.

PERSONAL THANKS

I am currently appearing as the son, Lionel Jefferson, on the television series THE JEFFERSONS. Recently, a friend gave me a copy of the June, 1977, issue of MAD which contained a brilliant and truthful statement of not only THE JEFFERSONS, but all predominately Black situation comedies. I would like to take this time to personally thank you for what I consider an overdue peak and criticism of the glossy and false facade of those weekly episodes, and for revealing the white-wash jobs currently being done by all of those White producers, writers and directors who have their views and attitudes of how the Black man and family unit should be exhibited to America through the powerful media of television. I must confess that in the past I have too often found myself only laughing at your cartoons instead of reading and digesting all of the nuances which are clearly stated. No more!

Damon Evans
THE JEFFERSONS
Los Angeles, Calif.

DON MARTIN HEAD LINES

Don Martin's "Late One Afternoon In South Dakota" was very heady stuff!

John Lee
Willingboro, N.J.

I laughed my head off reading "Late One Afternoon In South Dakota". I wonder if Lincoln did the same?

John Copsey
Winnipeg, Man.
Canada

MISHAPS OF THE FUTURE

"Mishaps Of The Future" was a mishap of the present!

Ashley Schauer
Hebron, N.D.

GROSS ENCOUNTERS OF THE WORST KIND

Yep . . . these full color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid, are our very own UFO's (Unquestionably Foolish Offerings)! They're great for framing, or lining bird cage bottoms or wrapping fish or training puppies, and we've got hundreds of other uses for them but we're running outer space. 35¢ for 1, 75¢ for 3, $1.85 for 9, $3.15 for 27 or $6.35 for 81. Send money to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022

STAR ROARS

The movie "Star Wars" is considered the greatest action and adventure epic of its time. It was wholesome, with expensive suspended models blown to bits, a handsome hero, a plucky heroine, an even more handsome mercenary, a devilish villain, a pair of androids; all with no sexual innuendoes. (Just a sloppy kiss of gratitude!) Your interpretation of this "epic" brought some viable answers to this *mechanical* Aesop fable. Thanks, guys!

Meriannea Köbenhov
Mountain View, Calif.

Congratulations on the many nice touches of "Star Roars". The shadowing, texture, and overall quality of the artwork combined to carry off the lampoon with a believable continuity. Sly inclusions, like the use of George Lucas as "the man from the electric company", combined to make a number of the panels classic.

Martin F. Barnard
Wichita, Kansas

"Star Roars" was a definite mock to "Star Wars", but the movie was almost as bad.

Mike Brandolino
Trenton, N.J.

"Star Roars" was great, fabulous, far out. Knowing you guys as I do, I'm sure you didn't planet that way. Incidentally, I've been spaced out on MAD since issue #32, 1958. No wonder I'm 29 and still unmarried!

Paul E. Martin
Freeport, N.Y.

I took one *Luke* at "Star Roars" and almost flipped my *Wookiees*!

Chris Doyle
Ellicott City, Md.

Beedeep! Tweet! Boop! (Translation) "Star Roars" was out of this world!

Steve Becker
Brooklyn, N.Y.

IF CELEBRITIES ANSWERED FAN MAIL

Your article "If Celebrities Answered Their Own Fan Mail" was realistic except for one letter. Shouldn't the letter from Johnny Carson have been written by a guest host?

Linda Pence
North Huntingdon, Pa.

Your "If Celebrities Answered Their Own Fan Mail" made me stamp with rage when I found out you didn't do a letter from Farrah!

Mark Tatulli
Willingboro, N.J.

In your "If Celebrities Answered Their Own Fan Mail", did Bing Crosby use a *ghost writer?*

Dennis Besanceney
Brentwood, N.Y.

Only a deadhead couldn't figure out that MAD went to press before he died!—Ed.

"Star Roars" was beautifully starcastic!

Monica L. Smith
Bakersfield, Calif.

Your rendition of "Star Wars" was a real cosmic connection. Your best movie satire . . . ever!

Debra Alexanian
Ann Arbor, Mich.

"Star Roars" sent me into orbit!

Bill Burg
Sacramento, Calif.

I hope Obi-Wan Kenobi sticks a light sabre up your nuclear reactor shaft!

Mike Bender
Pasadena, Texas

Harry North's freaked-out and out-freaked air terminal bar scene may not be so outlandish. Seems I've encountered some of the same creatures at "The Bottom Of The Barrel", in Union City, New Jersey. WE ARE NOT ALONE!

Marc Cosgrove
Jersey City, N.J.

Larry Siegel and Dick De Bartolo took a great movie and moved it vertically into a new zodiactical plane and brought it horizontally into a new zionisphere. How come you didn't show Zader being blasted?

Dan Hite
LaPalma, Calif.

Like the original movie, we're saving him for "Star Roars II"—Ed.

May the farce be with you!

Anthony Scavelli
Bronx, N.Y.

May the F=MA be with you!

Mark Hladik
Salt Lake City, Utah

HE'S COMPANY

In "He's Company", Torres and Kogen took a totally funny show and made it funnier. "Tacky" should win a 'Femmy Award"!

Gregg Solomon
Plainview, N.Y.

CONTINENTAL DIVIDE

Thanks to all the writers and artists of MAD who have caused we Australians to laugh at the American way of life and who have made us fervently say to ourselves, "Thank God, we're not American!"

Marg McCafferty
Victoria, Australia

Yeah? Well, thank God we don't have to walk upside down!—Ed.

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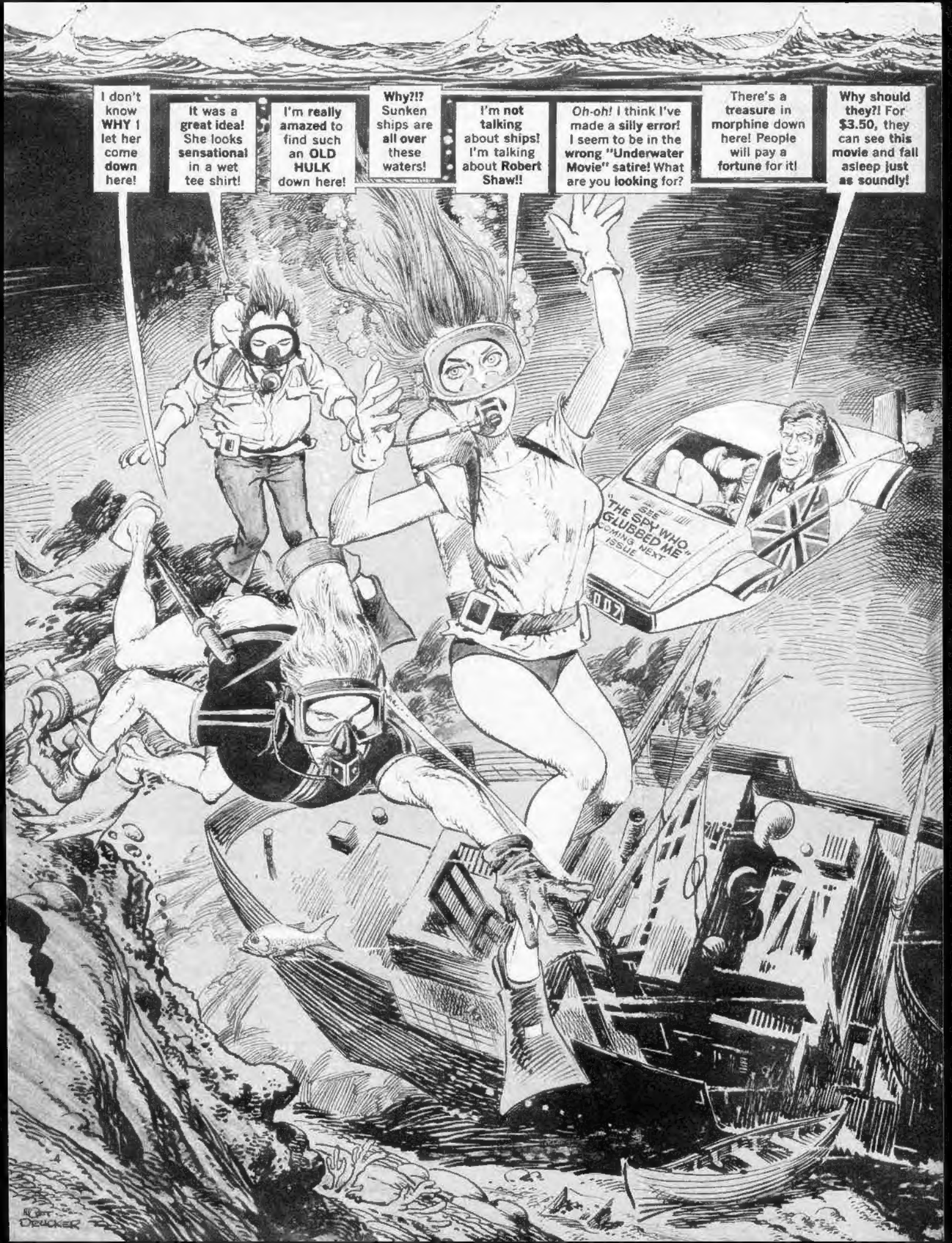
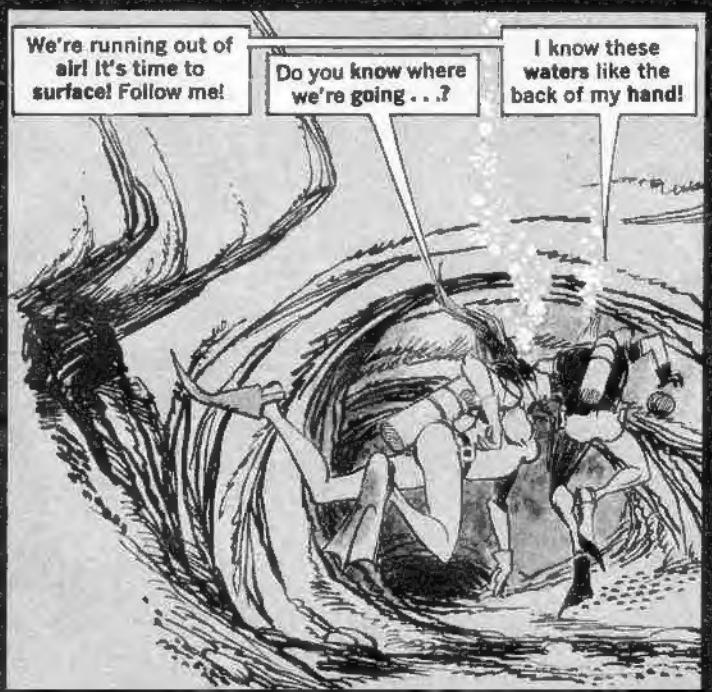

I don't know WHY I let her come down here!
It was a great idea! She looks sensational in a wet tee shirt!
I'm really amazed to find such an OLD HULK down here!
Why?!? Sunken ships are all over these waters!
I'm not talking about ships! I'm talking about Robert Shaw!!
Oh-oh! I think I've made a silly error! I seem to be in the wrong "Underwater Movie" satire! What are you looking for?
There's a treasure in morphine down here! People will pay a fortune for it!
Why should they?! For $3.50, they can see this movie and fall asleep just as soundly!
SEE "THE SPY WHO GLUBBED ME" COMING NEXT ISSUE
007
DRUCKER

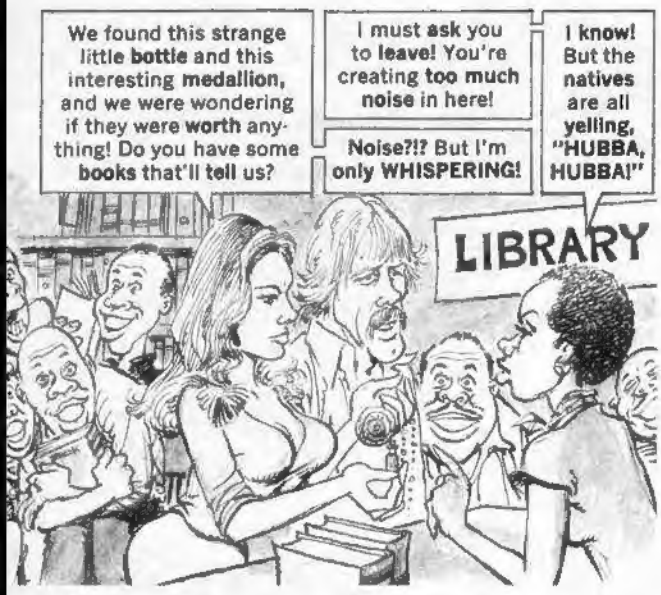
BUBBLE, BOTTLES AND BOOBS DEPT.

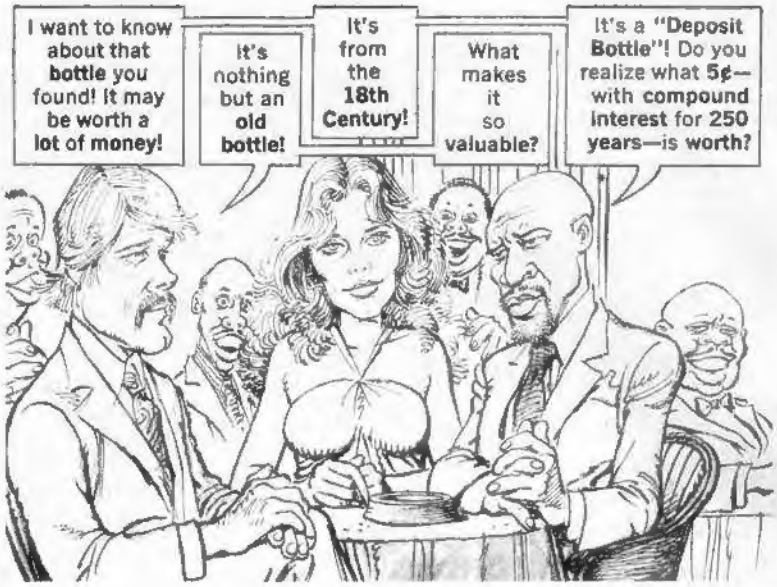
Among the epidemic of "Underwater Movies" that have come out lately, perhaps the most successful (box office-wise) was the one about the young couple in Bermuda diving for sunken treasure. The treasure, it turns out, was the only thing of value in the entire moronic movie. So take a deep breath, hold your nose, and see if you can stay under long enough to read this MAD version of

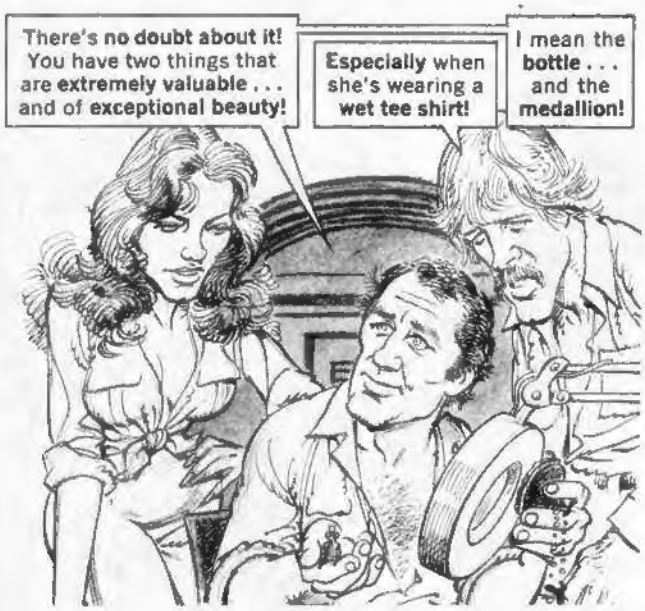
THE DIP

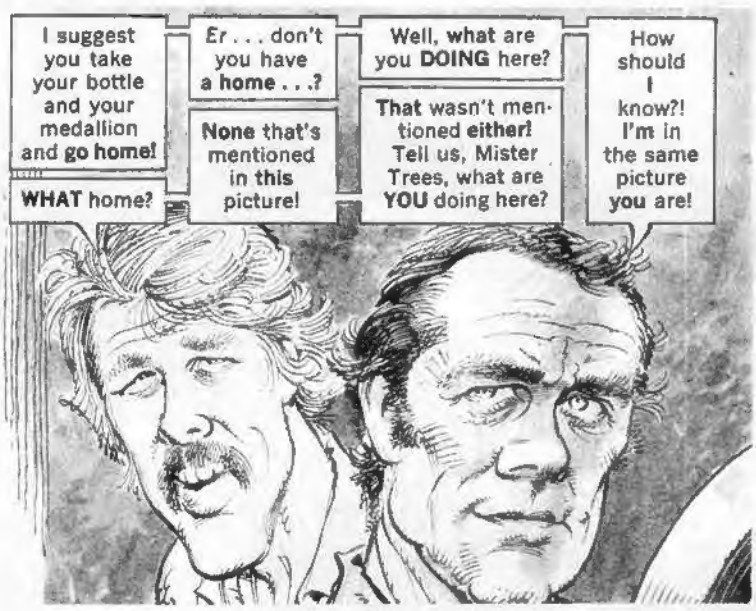
ARTIST: MORT DRUCKER WRITER: STAN HART

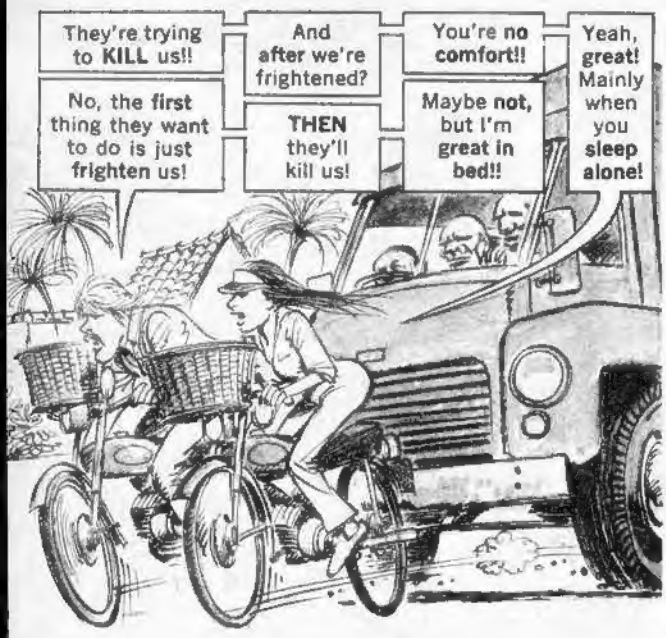



We found this strange little bottle and this interesting medallion, and we were wondering if they were worth anything! Do you have some books that'll tell us?
I must ask you to leave! You're creating too much noise in here!
Noise?!? But I'm only WHISPERING!
I know! But the natives are all yelling, "HUBBA, HUBBA!"
LIBRARY


I want to know about that bottle you found! It may be worth a lot of money!
It's nothing but an old bottle!
It's from the 18th Century!
What makes it so valuable?
It's a "Deposit Bottle"! Do you realize what 5¢—with compound interest for 250 years—is worth?

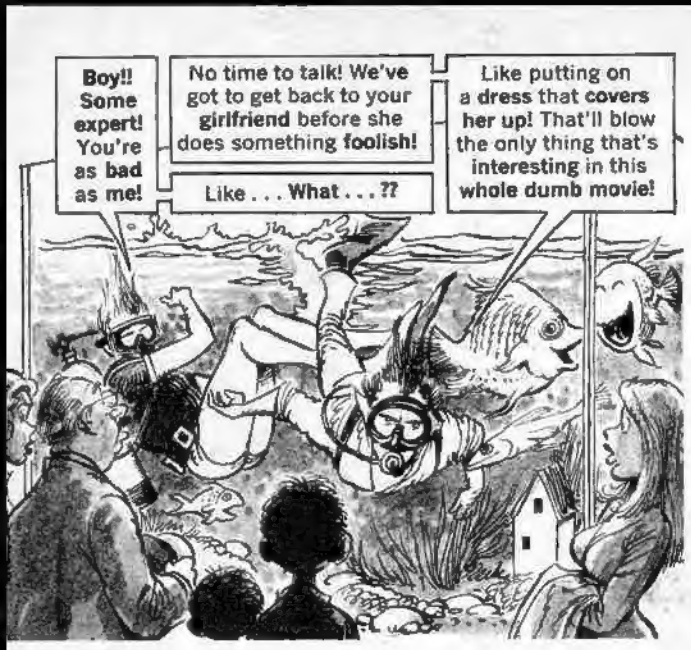

There's no doubt about it! You have two things that are extremely valuable . . . and of exceptional beauty!
Especially when she's wearing a wet tee shirt!
I mean the bottle . . . and the medallion!

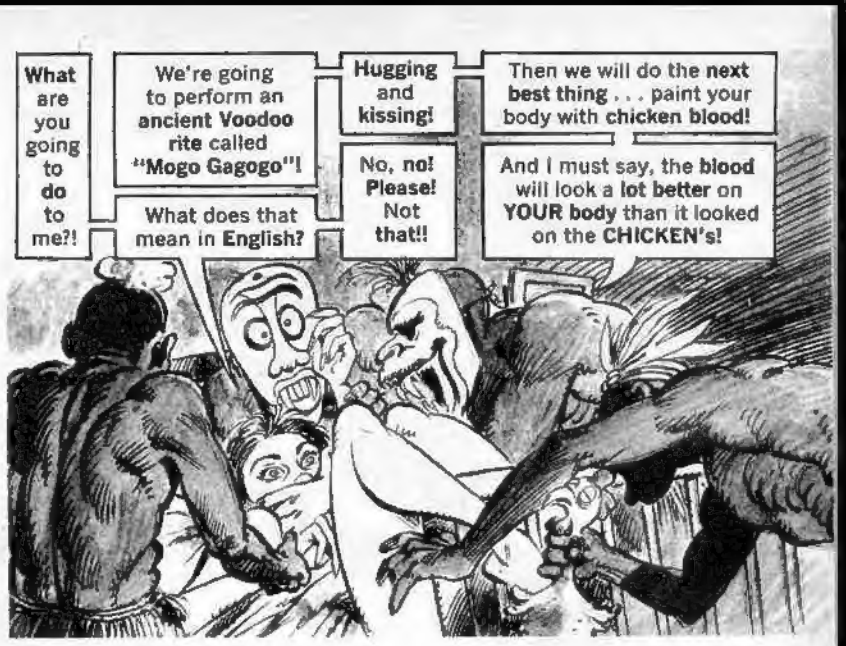

I suggest you take your bottle and your medallion and go home!
WHAT home?
Er . . . don't you have a home . . .?
None that's mentioned in this picture!
Well, what are you DOING here?
That wasn't mentioned either! Tell us, Mister Trees, what are YOU doing here?
How should I know?! I'm in the same picture you are!

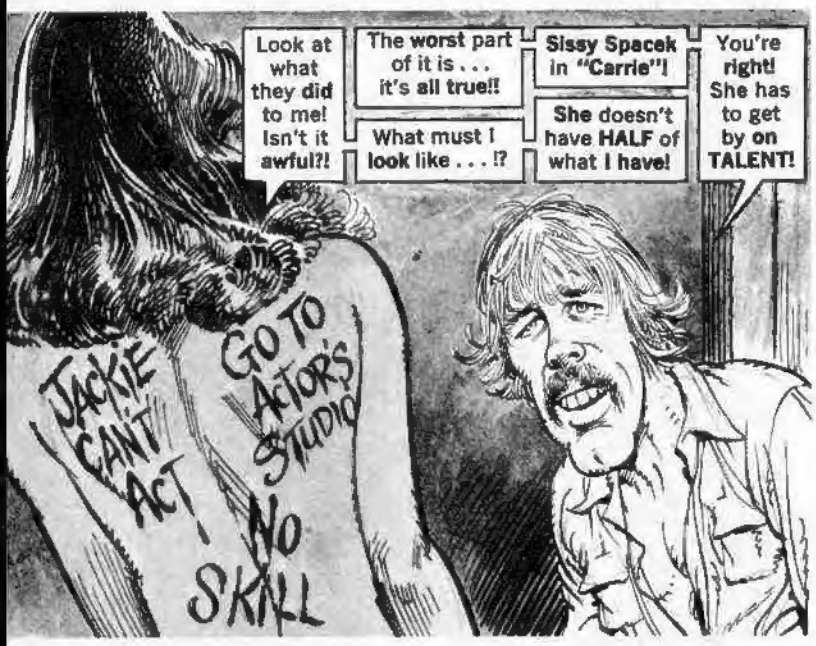

They're trying to KILL us!!
No, the first thing they want to do is just frighten us!
And after we're frightened?
THEN they'll kill us!
You're no comfort!!
Maybe not, but I'm great in bed!!
Yeah, great! Mainly when you sleep alone!

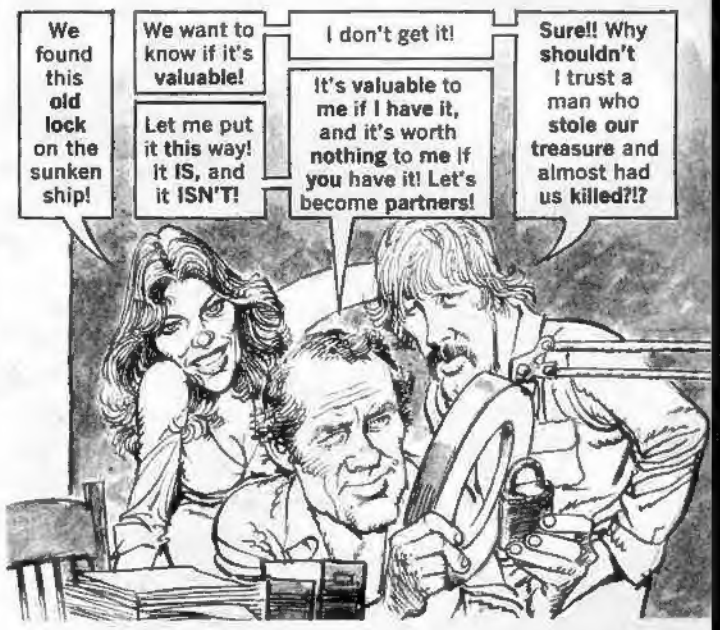
This is a very interesting development! It shows that all the people who complained that the movie industry was "racist" because there were no Blacks in "Star Wars" are WRONG!!
Are they . . .?!? All the Blacks in this movie are BAD GUYS!

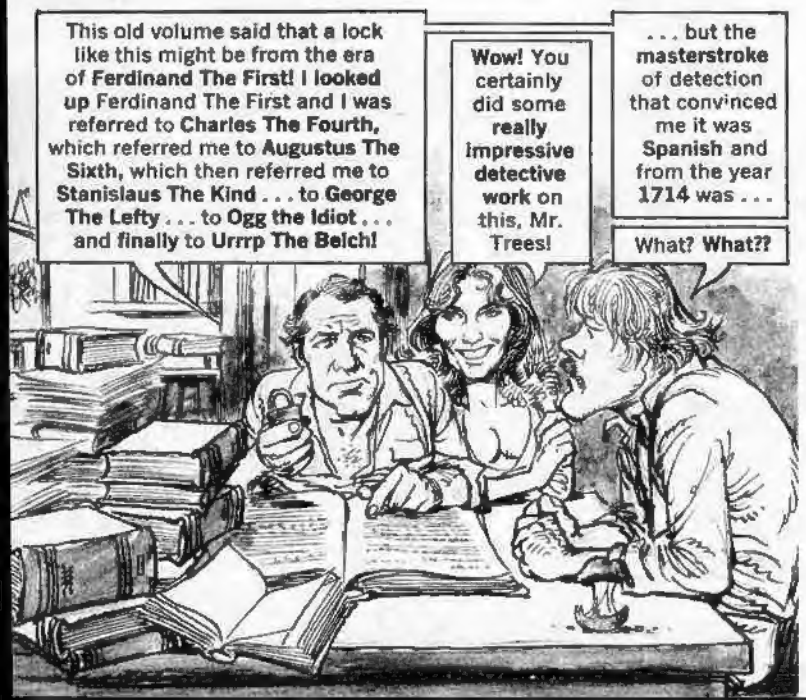
That bottle contains something I want! So please give it to me!
We . . . we don't have it! Mr. Trees took it!
I don't believe you! Frisk him!! And I hope we don't find it on you . . . !
I don't understand!
Because then we'll have to frisk HER! Hubba . . . hubba . . .
Another nice racist touch! Lust of Black man for White woman!
Find anything?
Not really! But talk about a treasure chest . . . Mmmmmboy!
Now, listen carefully! I want you off this island by tomorrow, or I'll kill you!
Gee, why not by tonight?!?
Because tonight, I thought we'd go dancing!
There are forty thousand bottles of morphine in the hull of that old World War II supply ship!
That must be worth millions!
That's what I keep telling everybody . . . but they think I'm just an old drunken fool!
Why do they think that . . . ?
'Cause I also tell 'em about something worth even MORE on that old Army Supply Ship: TEN TONS OF CHIPPED BEEF ON TOAST!!
I'm really determined to get that morphine!
To sell it?
No, to USE it! I've got to ease the pain of being in both "JAWS" . . . and THIS stupid movie!!
How come you wear a shirt and pants to go diving?
It's what I've worn for a long time!
How long?
Ever since my body got flabby and middle-aged!
I can't believe what's coming at us . . .!!
What?! What?!
Gee! And I thought our picture was an original idea!!
SEE RE-RUNS OF "SEA HUNT"
CONSULT YOUR NEWSPAPER FOR TIME AND CHANNEL
I've set the explosive charges so no one can get the bottles! Now, let's get out of here!
Do you know the way?
I'm an expert! Just follow me!
AIRPORT '77
SEALED ATOMIC WASTE
ATOMIC WASTE

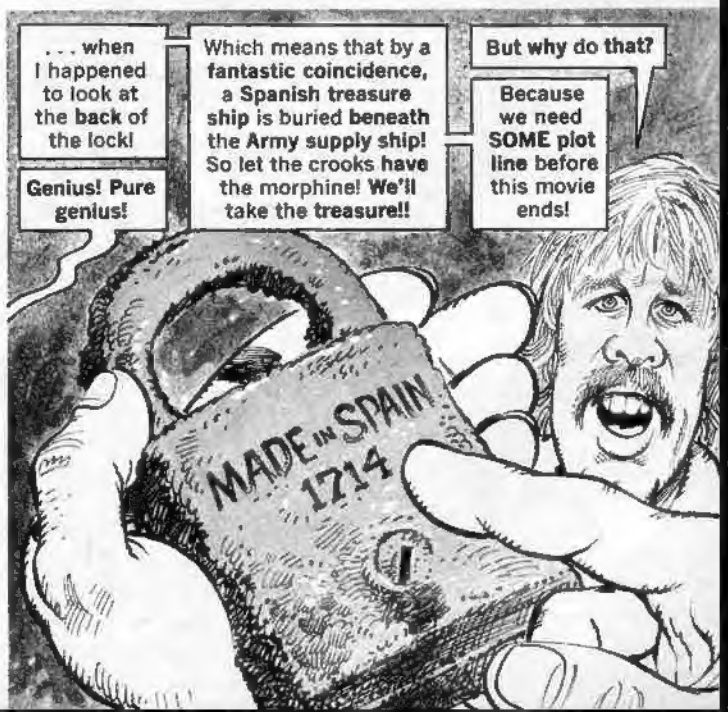

Boy!! Some expert! You're as bad as me!
No time to talk! We've got to get back to your girlfriend before she does something foolish!
Like . . . What . . . ??
Like putting on a dress that covers her up! That'll blow the only thing that's interesting in this whole dumb movie!

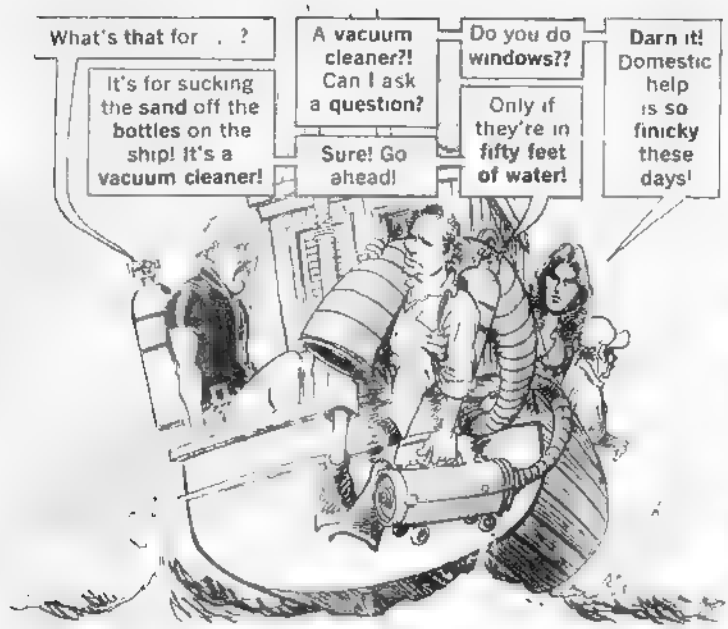

What are you going to do to me?!
We're going to perform an ancient Voodoo rite called "Mogo Gagogo"!
What does that mean in English?
Hugging and kissing!
No, no! Please! Not that!!
Then we will do the next best thing . . . paint your body with chicken blood!
And I must say, the blood will look a lot better on YOUR body than it looked on the CHICKEN's!

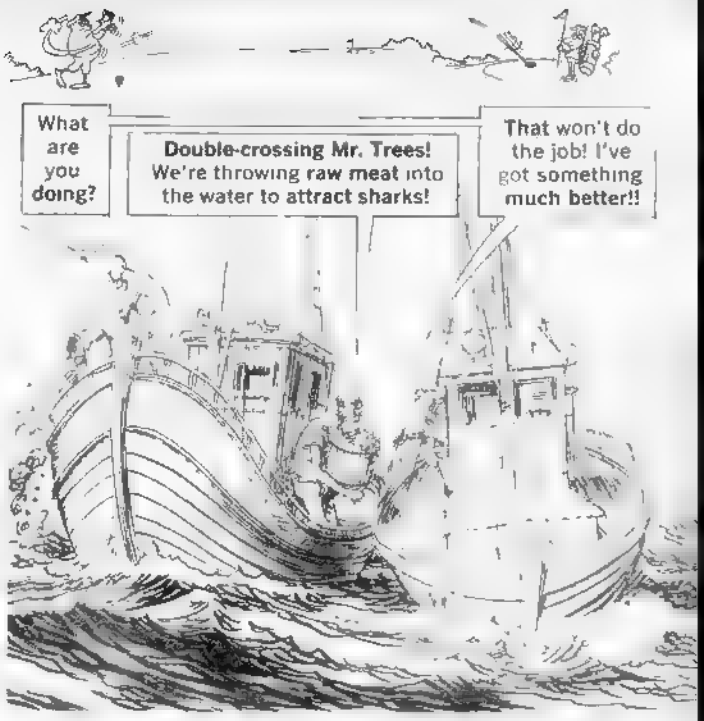

Look at what they did to me! Isn't it awful?!
The worst part of it is . . . it's all true!!
What must I look like . . . !?
Sissy Spacek in "Carrie"!
She doesn't have HALF of what I have!
You're right! She has to get by on TALENT!
JACKIE CAN'T ACT
GO TO ACTOR'S STUDIO
NO SKILL


We found this old lock on the sunken ship!
We want to know if it's valuable!
Let me put it this way! It IS, and it ISN'T!
I don't get it!
It's valuable to me if I have it, and it's worth nothing to me if you have it! Let's become partners!
Sure!! Why shouldn't I trust a man who stole our treasure and almost had us killed?!?


This old volume said that a lock like this might be from the era of Ferdinand The First! I looked up Ferdinand The First and I was referred to Charles The Fourth, which referred me to Augustus The Sixth, which then referred me to Stanislaus The Kind . . . to George The Lefty . . . to Ogg the Idiot . . . and finally to Urrrp The Belch!
Wow! You certainly did some really impressive detective work on this, Mr. Trees!
. . . but the masterstroke of detection that convinced me it was Spanish and from the year 1714 was . . .
What? What??


. . . when I happened to look at the back of the lock!
Genius! Pure genius!
Which means that by a fantastic coincidence, a Spanish treasure ship is buried beneath the Army supply ship! So let the crooks have the morphine! We'll take the treasure!!
But why do that?
Because we need SOME plot line before this movie ends!
MADE IN SPAIN 1714

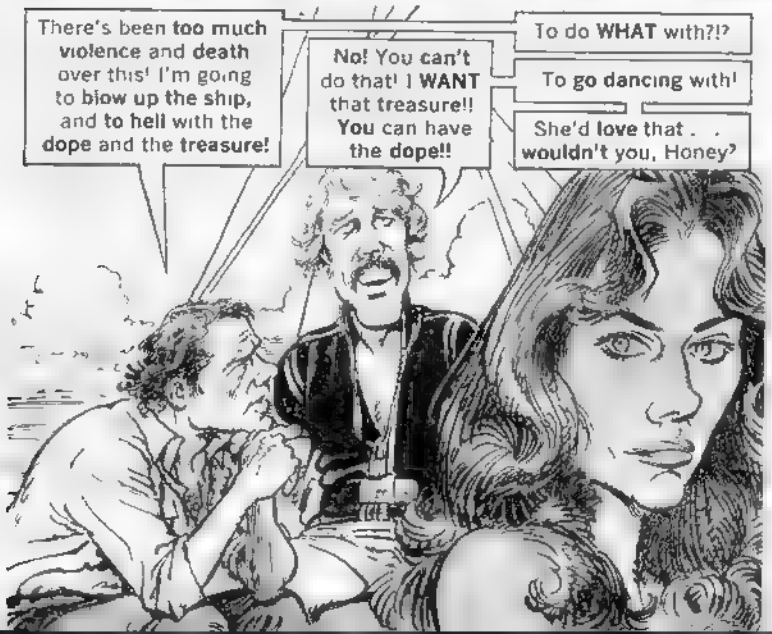

What's that for . ?
It's for sucking the sand off the bottles on the ship! It's a vacuum cleaner!
A vacuum cleaner?! Can I ask a question?
Sure! Go ahead!
Do you do windows??
Only if they're in fifty feet of water!
Darn it! Domestic help is so finicky these days!


What are you doing?
Double-crossing Mr. Trees! We're throwing raw meat into the water to attract sharks!
That won't do the job! I've got something much better!!

THIS should attract sharks . . . if they haven't already forgotten the last movie . . . !

LOOK!! SHARKS! Quick! This way . . . !
Do you know where you're going . . . ?
Do kids warm up swimming pools?!? Trust me!

I'm getting TIRED of trusting you!

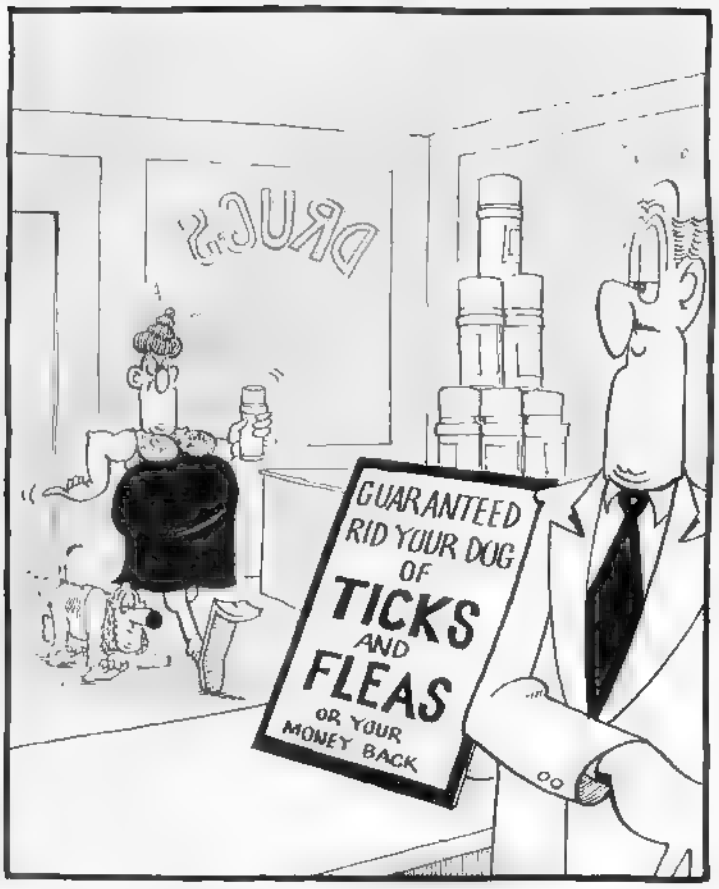

There's been too much violence and death over this! I'm going to blow up the ship, and to hell with the dope and the treasure!
No! You can't do that! I WANT that treasure!! You can have the dope!!
To do WHAT with?!?
To go dancing with!
She'd love that . . wouldn't you, Honey?

I'm going to set off the charge! If you're around, you'll get blown up!
It'll be worth the gamble! I'm going to get that treasure before the charge goes off! Hey, look! A couple of divers are headed this way!
What color are their SCUBA suits?
Black!
Oh oh! More racism!!

How'd you get him?
Simple! I told him to take off his mask and fight like a man!
Nice going! And we're in luck! The gigantic moray eel just took care of the other one!
What a horrible way to die!
You know a GOOD way?!?
We're too late!! The charge just went off!!
WHAM!
Where's Mr. Trees?
I think he's a goner!
That's what you think . . .
I know!! You took a shortcut!
And I have the treasure!!
PLAY-POOL
This is worth a King's ransom! And . . . it will also keep 18th Century VAMPIRES away from us!
It's amazing that you survived!
There are two obvious reasons for my survival! One . . . they need me for "THE DIP II". . . and . . .
Two . . . it teaches us an important lesson for our times!
And what is that?
It proves that an old crook with no morals, and a young greedy couple who will stop at nothing to get rich, will always WIN in this world!!
ZZZZZ

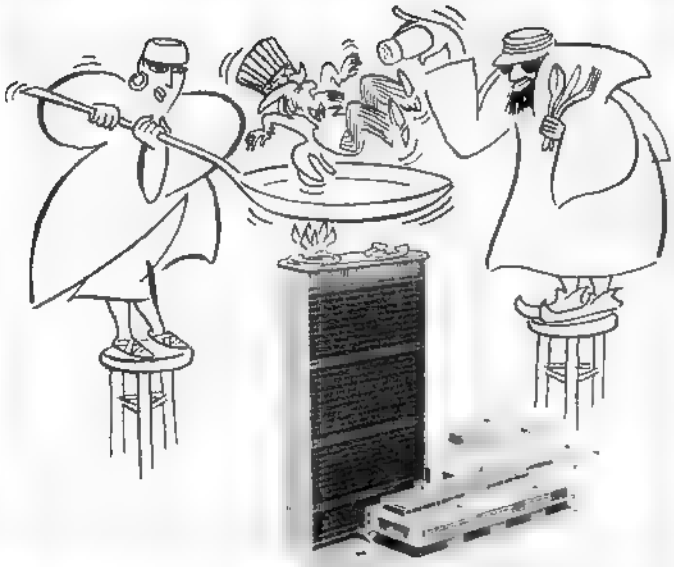
DON MARTIN DEPT. PART I

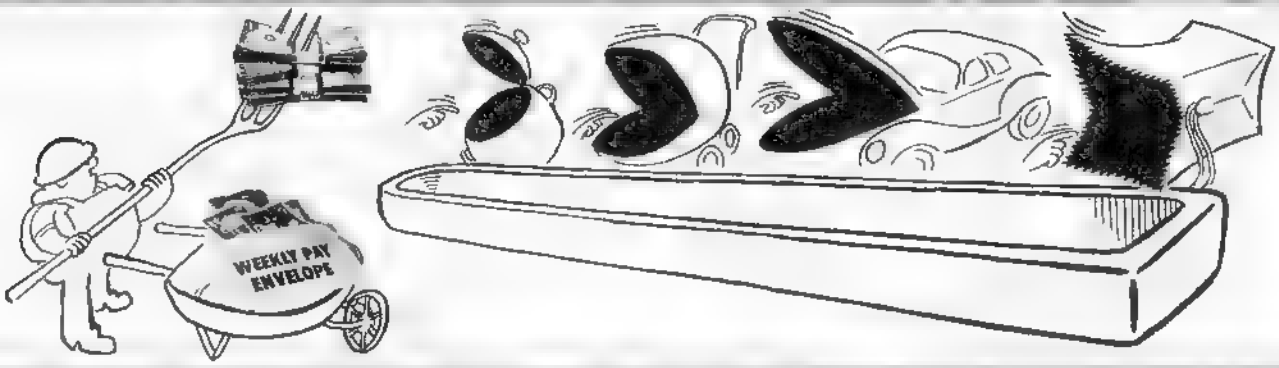
ONE MORNING IN A DRUG STORE



VITTLE ISSUES DEPT.

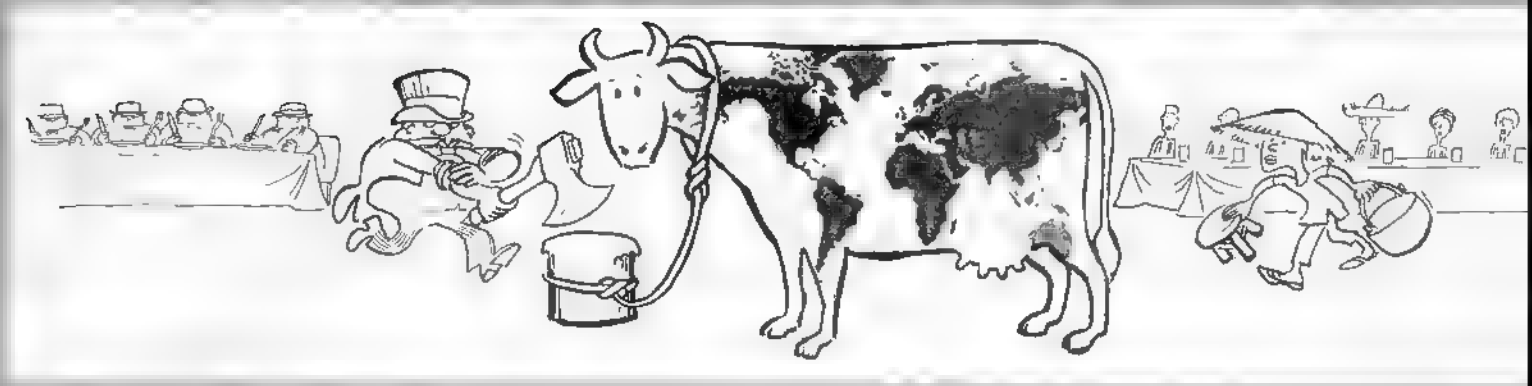
FOOD FOR





THOUGHT

ARTIST & WRITER: ARNOLDO FRANCHIONI

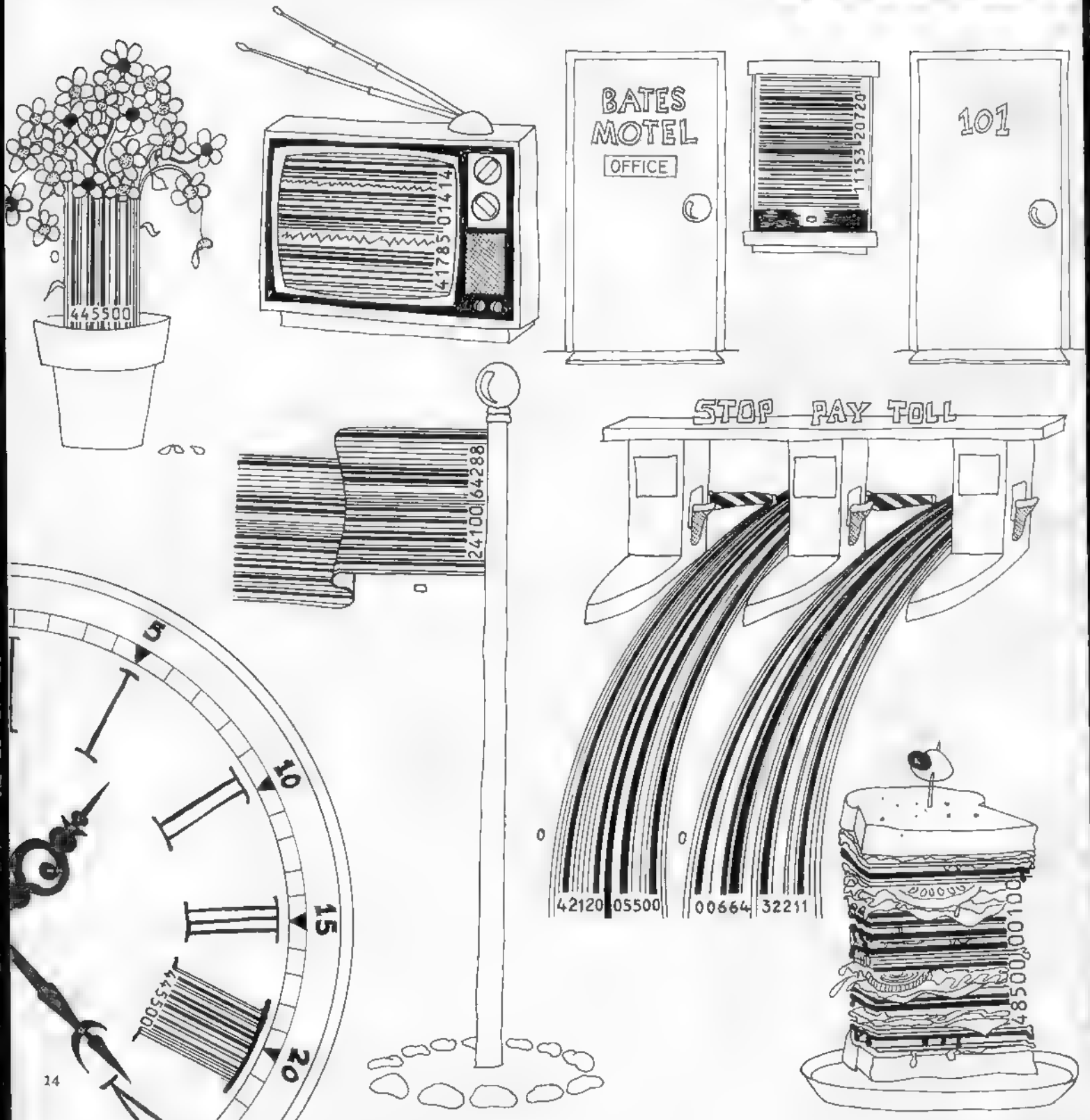


PHOTOS BY U P I.

WHEN TAKES

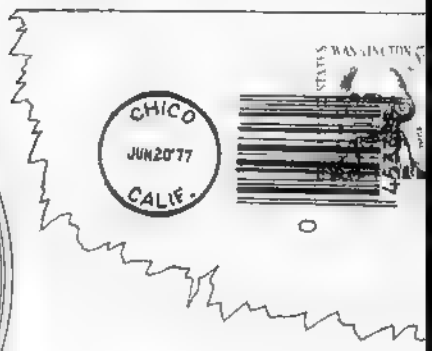
CODE FRONT MOVING IN DEPT.

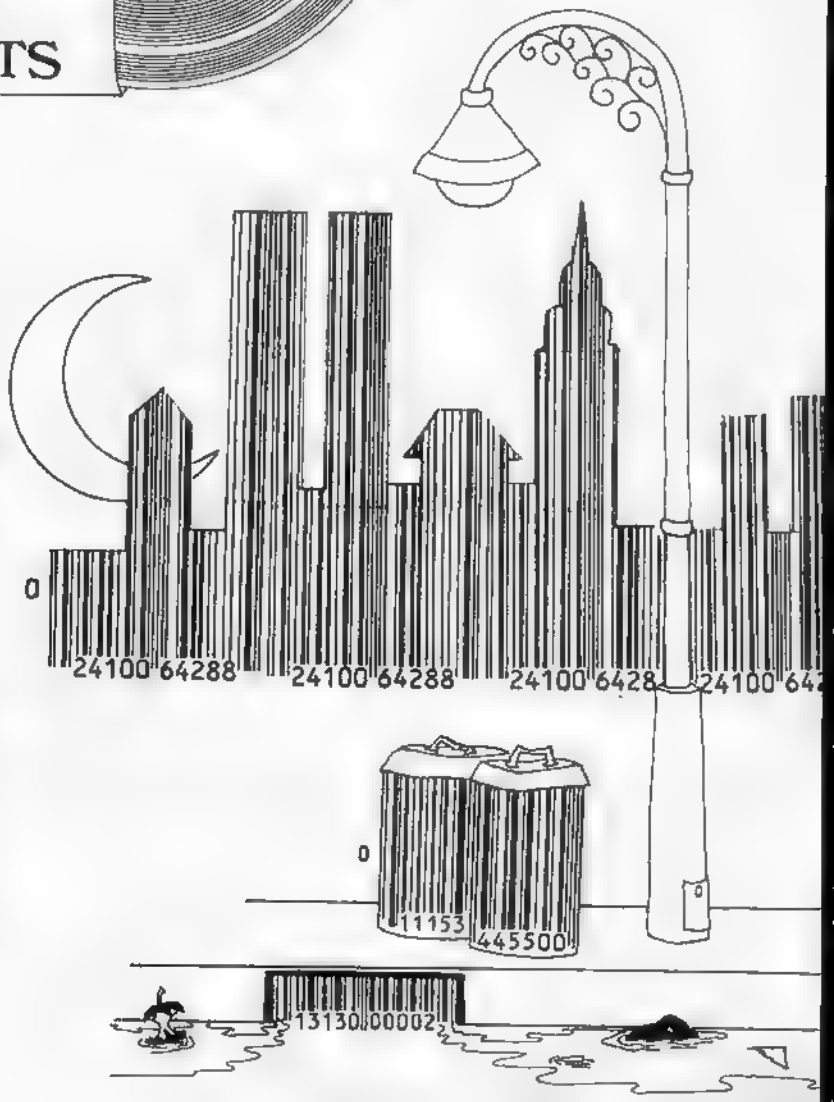
Perhaps you've noticed that more and more groceries and magazines we buy these days are imprinted with this ugly little example of "op-art". Well, this is the "UNIVERSAL PRODUCTS CODE" symbol. It was designed to enable computers to ring up the prices on your purchase. Someday, the "UPC" symbol will eliminate surly cashiers who take forever, make mistakes and bruise the lettuce! Yep, they'll be replaced by surly machines that take forever, make mistakes and bruise the lettuce. That's progress! And that'll only be the beginning. Here's what we'll see . . .

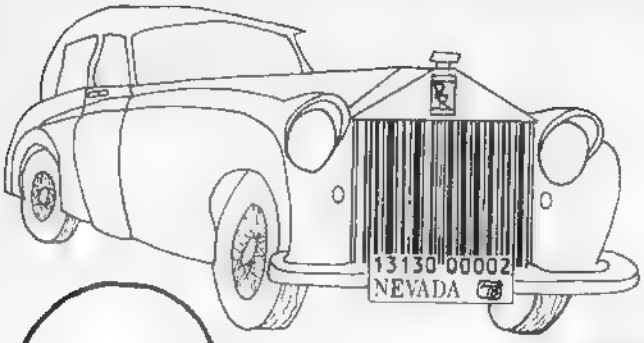


THE "UPC" SYMBOL OVER COMPLETELY

ARTIST & WRITER: HENRY CLARK



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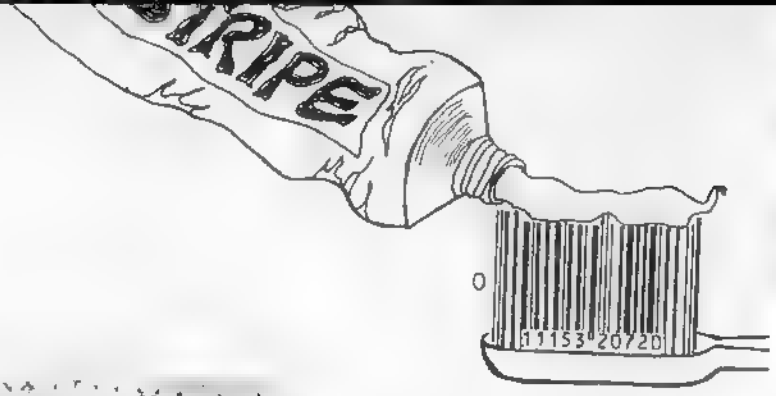
NEVADA


STRIPE
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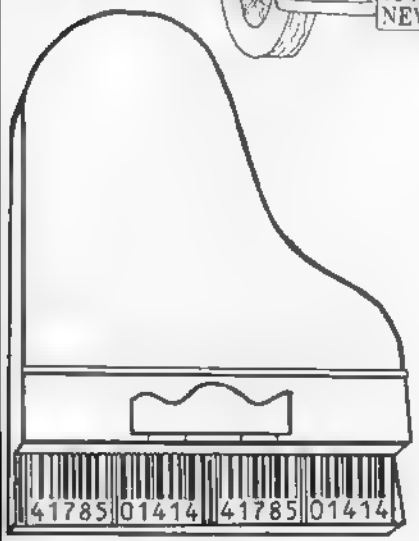
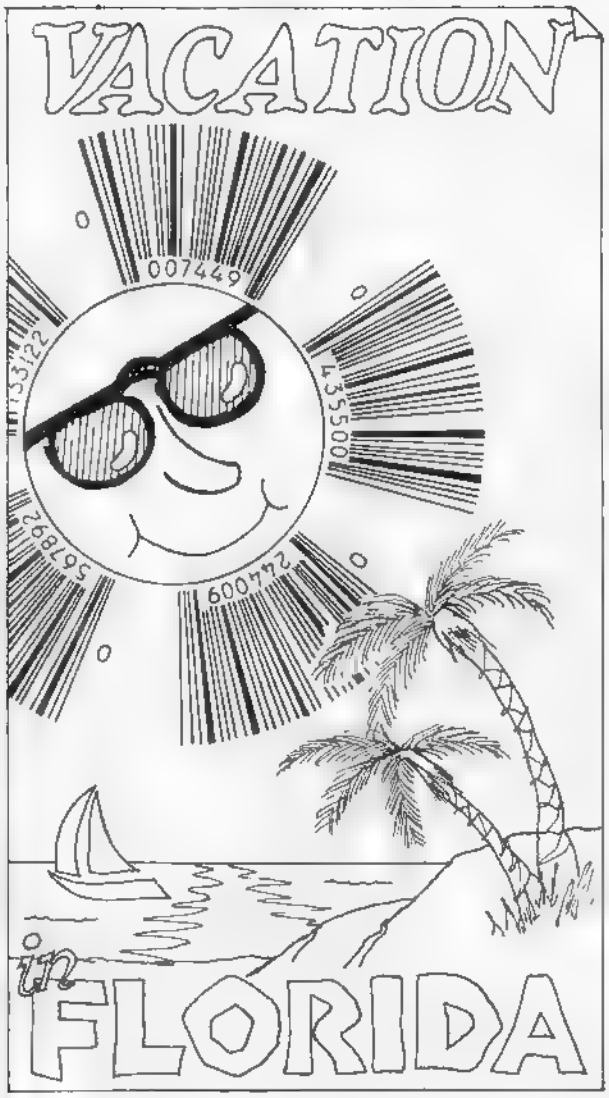

41785 01414 41785 01414

445500

IF YOU CAN DRAW A STRAIGHT LINE, YOU CAN EARN BIG MONEY AS A CARTOONIST!
Send Coupon for Details
48500 00100


VACATION
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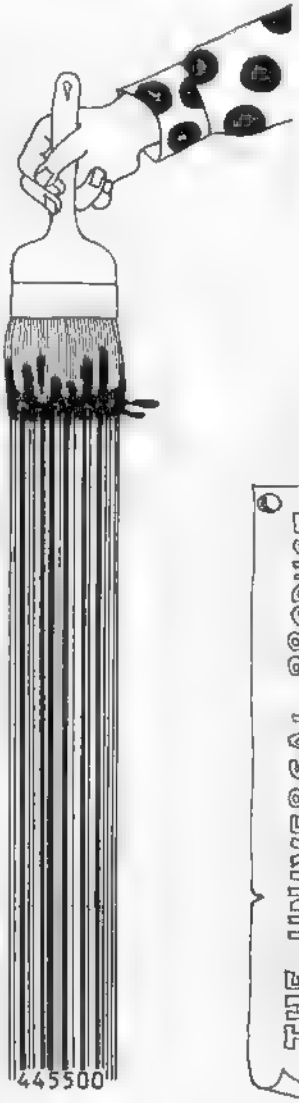
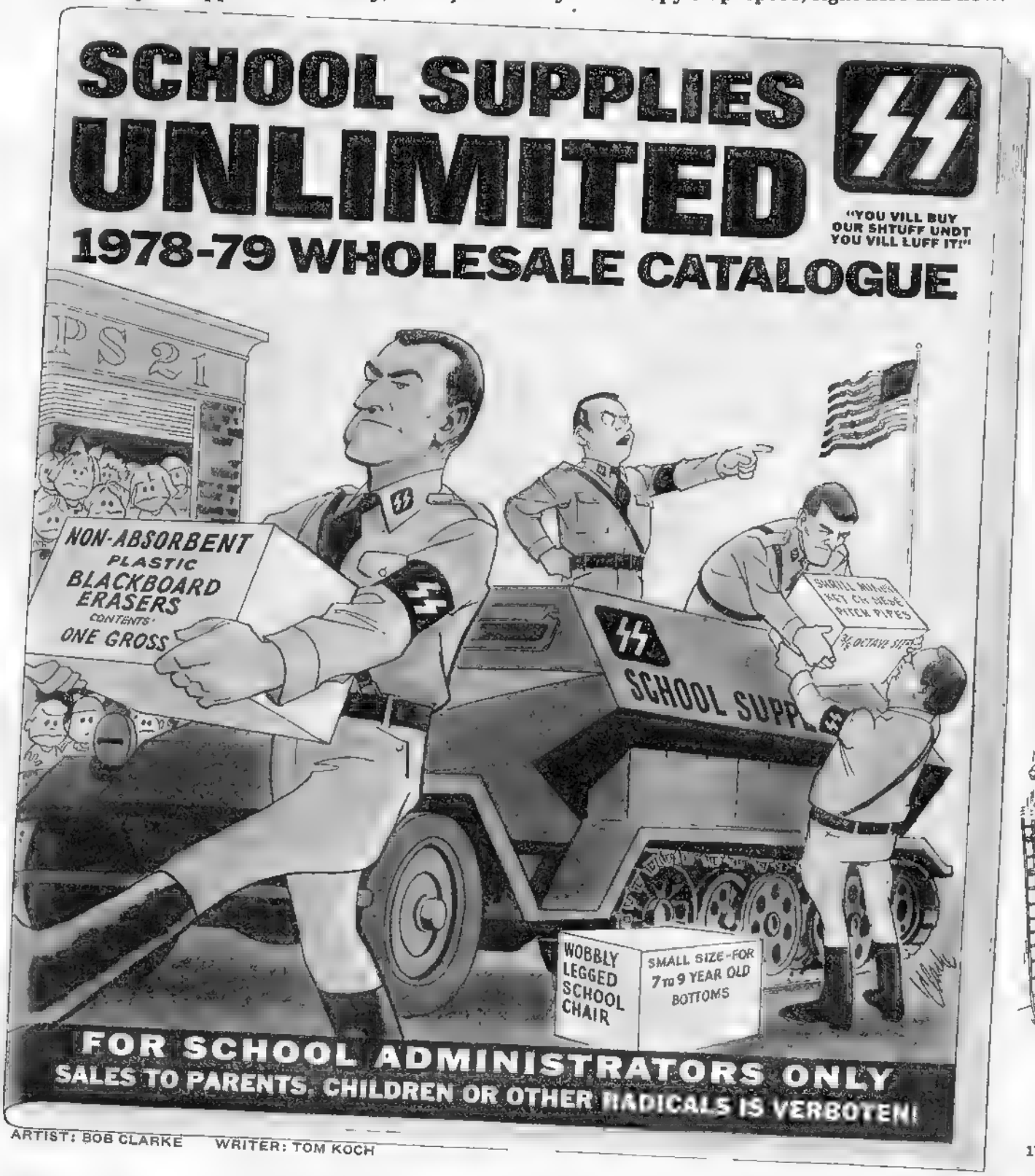
in FLORIDA


445500

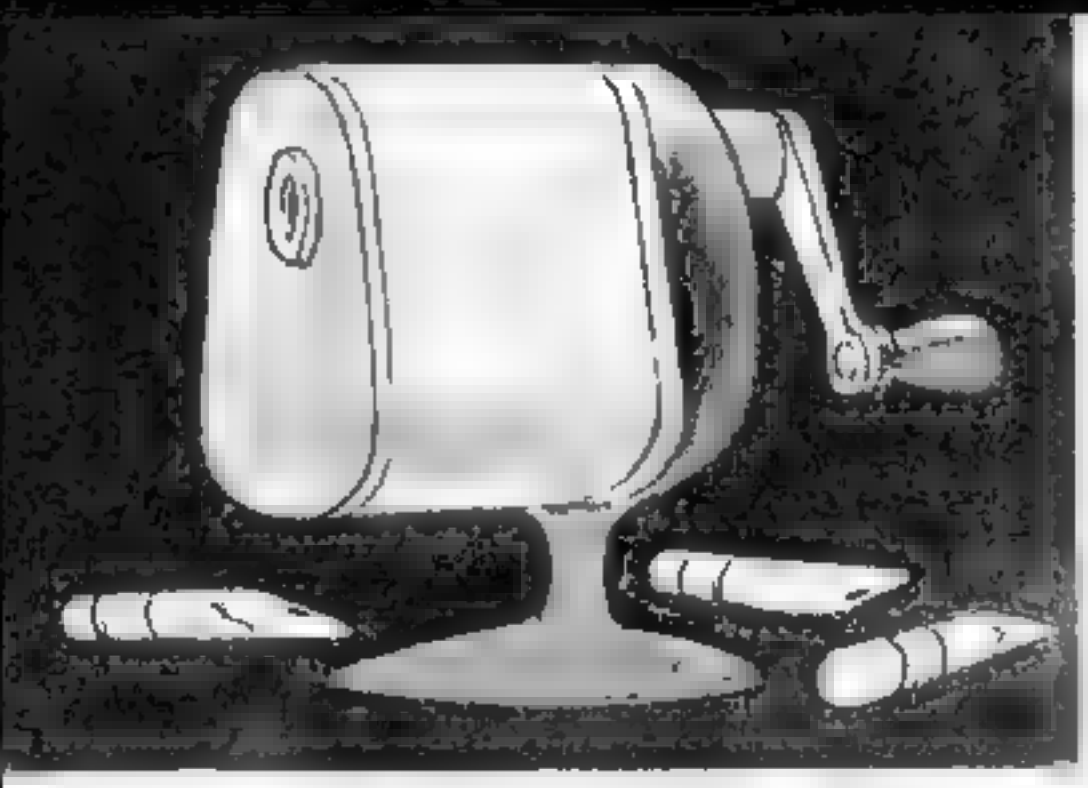
THE UNIVERSAL PRODUCT CODE PRINTING CORP.
48500 00100
ANNUAL PROFITS

TORTURE OF LEARNING DEPT.

Although parents are aware that taxes get higher every year to pay for well equipped schools, kids are equally aware that the quality of school equipment gets lower every year. This doesn't seem plausible, except to those who've browsed through a devilish catalogue that was recently delivered to the MAD office by mistake. It reveals a couple of interesting things about some members of local school boards: (1) They enjoy pocketing a fast buck; (2) They also enjoy grinding spirited children down into docile, obedient nervous wrecks. Sad to say, there's a mail-order firm that happily serves this crowd by replacing education's three R's with its own three S's: Shoddiness, Skulduggery and Sadism. Chances are, you'd probably never learn about this monstrous company unless you stumbled across its secret catalogue, as we did. And since that's not likely to happen accidentally, we'll just show you our copy on purpose, right here and now.



ARTIST: BOB CLARKE WRITER: TOM KOCH



LOPSIDED BLADE ACTION lets this deluxe classroom sharpener chew up entire pencils without ever producing a usable point. A real money maker for school systems that sell pencils to students at a whopping mark-up over cost. Loud grinding noise is also good for disrupting studies.

23354—"LONG, HARD GRIND" BRAND SHARPENER .$4.98

"QUICKCHANGE" COMBINATION LOCK assures punishable tardiness when installed on student lockers. New improved model looks like an ordinary lock. But miraculously, the same combination never works twice to open it. Kids eventually give up hope, allowing school janitors to collect valuable personal belongings when they open locks with hack saws during summer vacation.

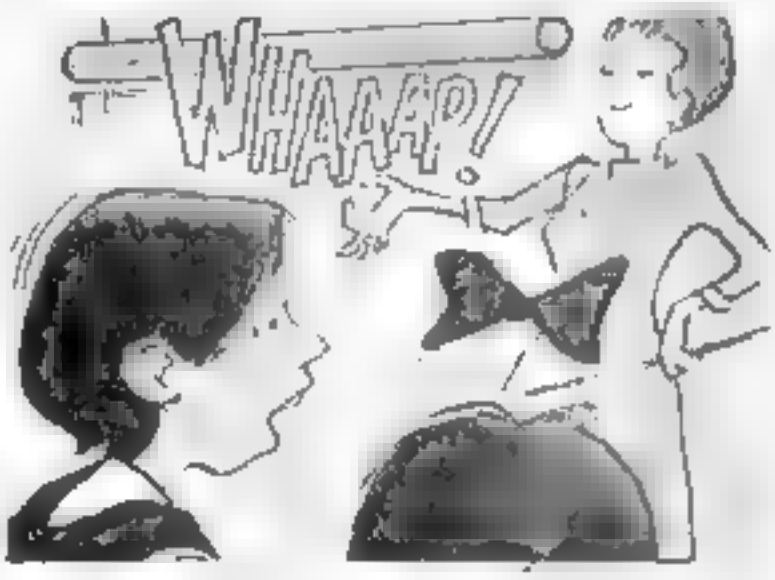
77351—"LOCK NESS MONSTER" BRAND LOCKS..... $14.50 doz.

"SONGS AMERICAN CHILDREN HATE." This amazing book includes the hundred least loved ballads of today's grade schoolers. Features all verses of such draggy numbers as "Flow Gently, Sweet Afton" and "Beautiful Dreamer." Guaranteed to turn kids away from music for life, and encourage them to devote full attention to the more profitable fine arts, such as computer programming.

8853—"OLDIES BUT BADDIES" SONG BOOK $5.95

ROLL DOWN-SNAP UP WALL MAP enables teachers to win the undivided attention of young day dreamers. Hair trigger roller mechanism recoils with a startling racket at the slightest touch of instructor's pointer. Maps of all continents available except Australia, which is too small to make enough noise.

19005—ATTENTION GETTER WALL MAPS .....$14.50 ea.

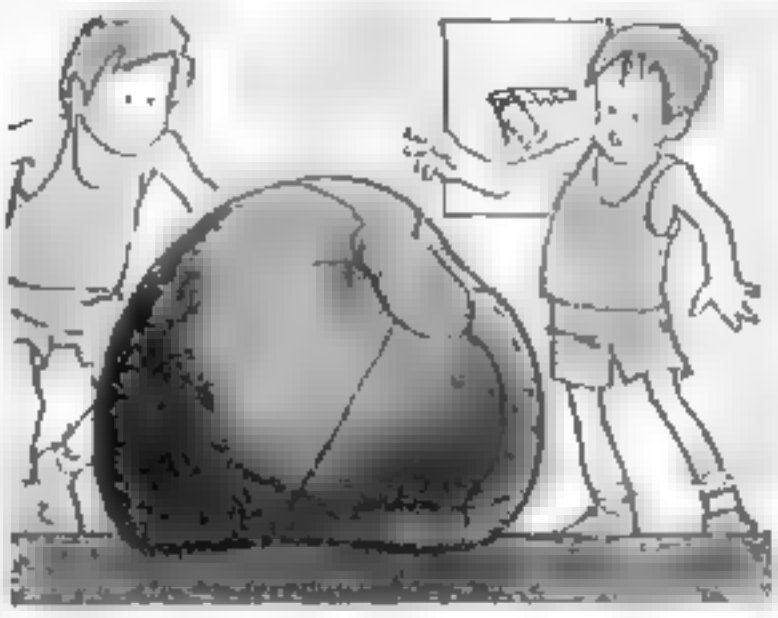


VISITING THE SCHOOL NURSE BECOMES A MEMORABLE EXPERIENCE, once you equip her office with a prominent display of our frightening veterinary hypodermic needles. Watch young malingerers and hypochondriacs recover quickly, assuming your staff never tells them that the needles are really designed for tranquilizing elephants.

91117—SURE CURE HYPODERMICS ....$2.60 ea.

DEFECTIVE M. & M. BRAND CRAYONS melt in your mouth and in your hand. Use of too much paraffin and watery dye in manufacturing this batch makes crayons become gooey soft when exposed to temperatures above 35 degrees. A double-barreled horror for kids as they get yelled at by teachers for ruining their art work, and then get yelled at by parents for ruining their clothes.

5569—VIVID COLOR-LIVID REACTION CRAYONS .....43¢ box



SILENCE ANNOYING SQUEALS OF EXCITEMENT in your schoolyard during recess by providing children with one of our defective, deflated playground balls. Squeal provoking games are utterly impossible with these lifeless babies, forcing kids to schloomp around in blessed, sullen silence. Order several. You'll be pleased with the results.

11528—DEAD, SQUOOSHY PLAYGROUND BALL..... $1.75 ea.

DELUXE TWO-SPEED DRINKING FOUNTAIN is specially designed for educational purposes. Secret setting can be changed in a jiffy from "Feeble Drip" to "Soaking Splash." Helps gullible primary graders learn never to take anything for granted in life. Also helps teach desert survival techniques by forcing kids to go through entire school day without drinkable water.

2791—DRENCH-OR-DRIBBLE DRINKING FOUNTAIN..... $129.95

ENCOURAGE PAPER TOWEL CONSERVATION in school rest rooms by filling dispensers with our Rough-'N-Ready brand toweling. Cheaply made from semi-raw wood pulp, leaving plenty of splinters and bark particles to dig into tender young skin. You save money as children quickly learn to let hands remain wet, or bring extra handkerchiefs from home.

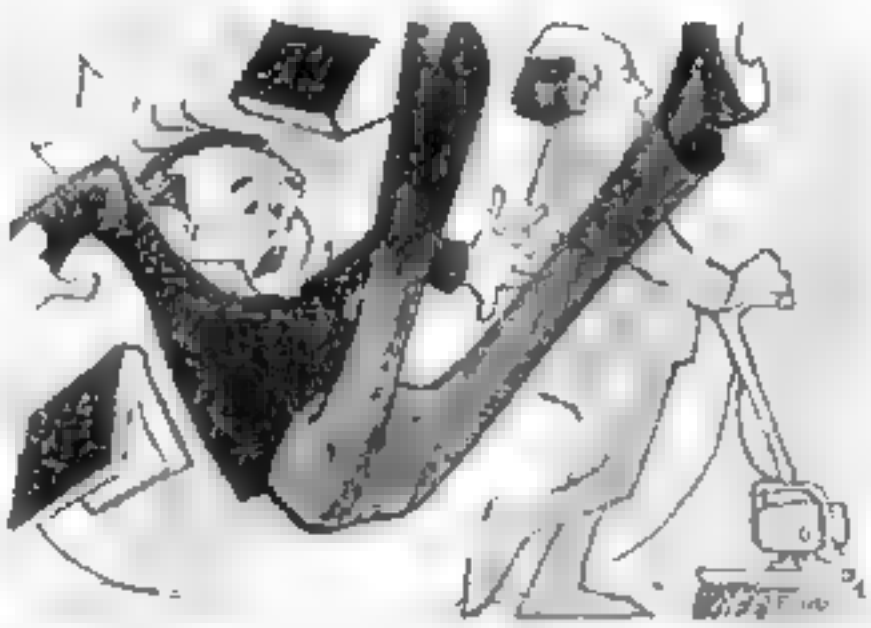
81442—PAINFUL PAPER TOWELS
29¢ pkg.

WHY DEPEND ON SURPRISE QUIZZES to shatter children's nerves when flickering fluorescent lights in your classrooms can do the job more efficiently? Teachers will love the results as they watch our shoddy fixtures work sub-consciously to turn normally active kids into docile basket cases. Stock up on these factory rejects at special bargain prices.

90268—FAULTY FLICKERING FLUORESCENT FIXTURES
$8.75 doz.

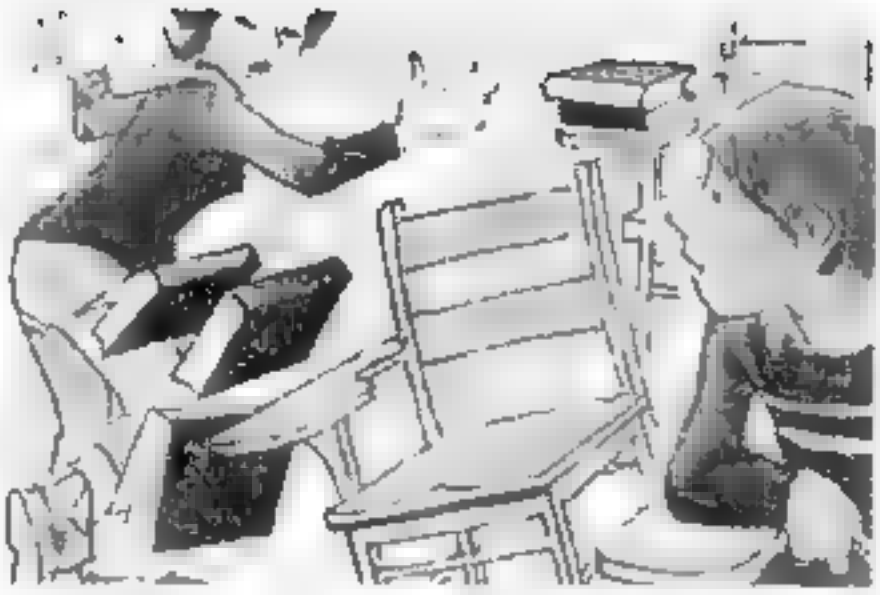
INHUMANLY COLD SHOWER lets you provide an agonizing climax to gym classes that are not quite as unpleasant as you'd like to make them. Patented device filters out all hot and luke warm water to make compulsory showers a chilling experience. Guaranteed to separate the men from the boys, assuming you've already separated the boys from the girls prior to showering.

36471—"ARCTIC KNIGHT" BRAND GYM SHOWERS
$11,500 per dozen units



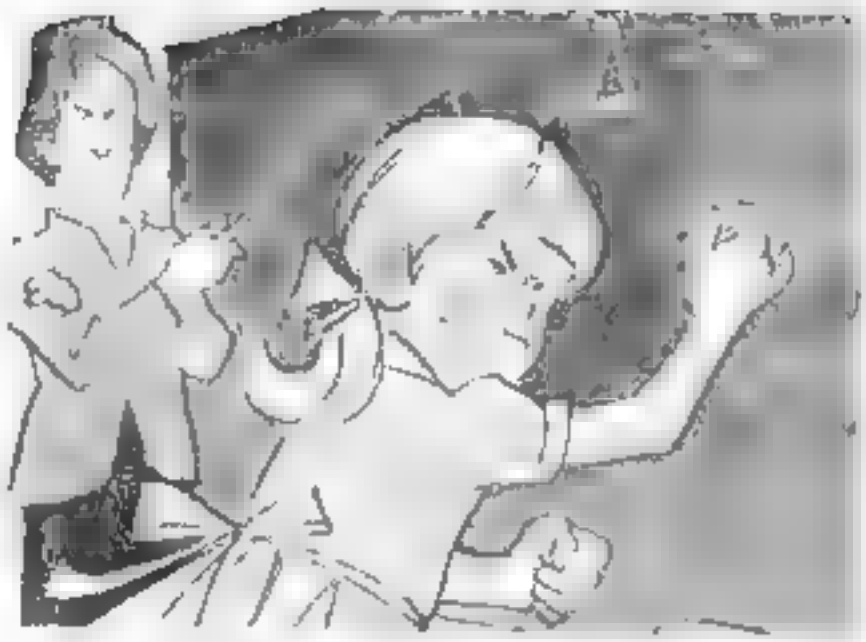
GENUINE ALGAE SLIME-AND-GLYCERINE FLOOR POLISH creates an amazing slick surface that prevents boisterous youngsters from running in school hallways. Also prevents less boisterous youngsters from walking in school hallways. Order several cans to polish up your crummy floors while you polish off your crummy students.

4846—UPSY-DAISY FLOOR POLISH ....$3.50 gallon



"TIP-EASY" SCHOOL CHAIRS fool everyone with their deceptively sturdy appearance. Actually, each is hand crafted with a delicate center of balance that can be thrown out of whack with the slightest nudge. You'll want to fill your classrooms with plenty of these beauties to provide shy and clumsy students with a never ending source of embarrassment.

9055—NON-FOLDING CHAIRS THAT FOLD UP ANYWAY $32.50 ea.



FACTORY REJECT CHALK can be one of your teachers' best weapons in the fight to shatter youthful nerves. Soft texture contains just enough hard chalk lumps to assure one horrifying screech on blackboard before each stick breaks into numerous small pieces. Enjoy watching kids suffer from terrible noise, and then chew them out for wasting chalk.

29551—CRUMMY, CRUMBLY CHALK ... $3.50 doz. boxes

OUT-OF-DATE WORLD GLOBES serve the dual purpose of saving you money while they're making it impossible for your students to pass Geography. Also nice for young nostalgia buffs who prefer to learn about the world as it used to be. These globes are free of defects, and were imported by us from one of the finest map making firms in the Ottoman Empire.

28559—"OLD WORLD" BRAND SCHOOL GLOBES. $8.50 ea.

BOTTLED LOCKER ROOM STENCH gives your gym facilities that "lived in" smell. Ideal for newly constructed schools where locker rooms have not yet become sufficiently gamy to make kids throw up when they're required to take Phys. Ed. right after lunch. Also great for confirming the younger generation's expressed belief that the whole world stinks.

11527—ESSENCE OF SWEAT SOCKS $2.75 per 6 oz. can

SCARY CLASSROOM ANIMALS enable youngsters to learn the meaning of fear while they're also learning the meaning of zoology. Why settle for insipid hamsters or white mice when iguanas and boa constrictors are hardier species better able to take care of themselves over week-ends and vacations?

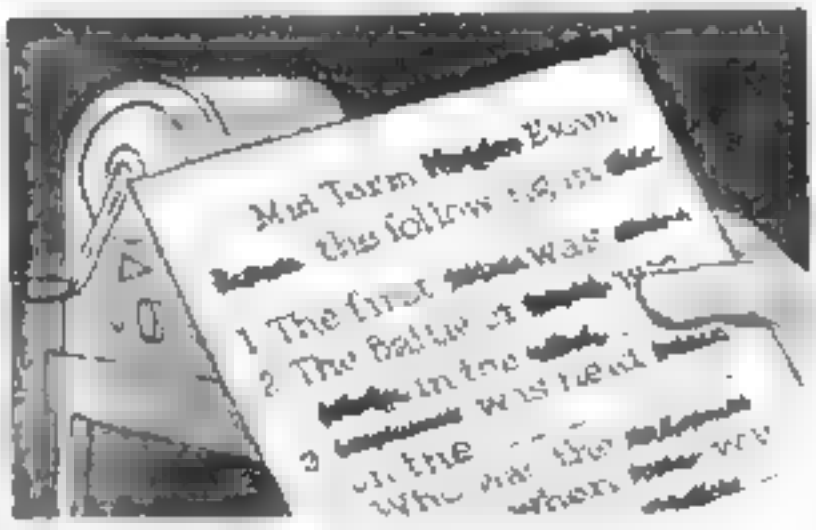
8842—VICIOUS BEASTS (ASSORTED TYPES AND SIZES) $15 ea.

CHINTZY, ILL FITTING COSTUMES can add a note of comedy to otherwise boring school pageants. We found these at a rummage sale in Taiwan, and pass the savings on to you. Costumes feature cheap material, poor sewing and inaccurately marked sizes to assure you that kids will make fools of themselves on stage, and turn your next dull pageant into a laugh riot.

877–LOUSY LINCOLN COSTUME $6.65
878–PUNK PILGRIM COSTUME $6.85
879–CRUDDY XMAS COSTUME $7.29

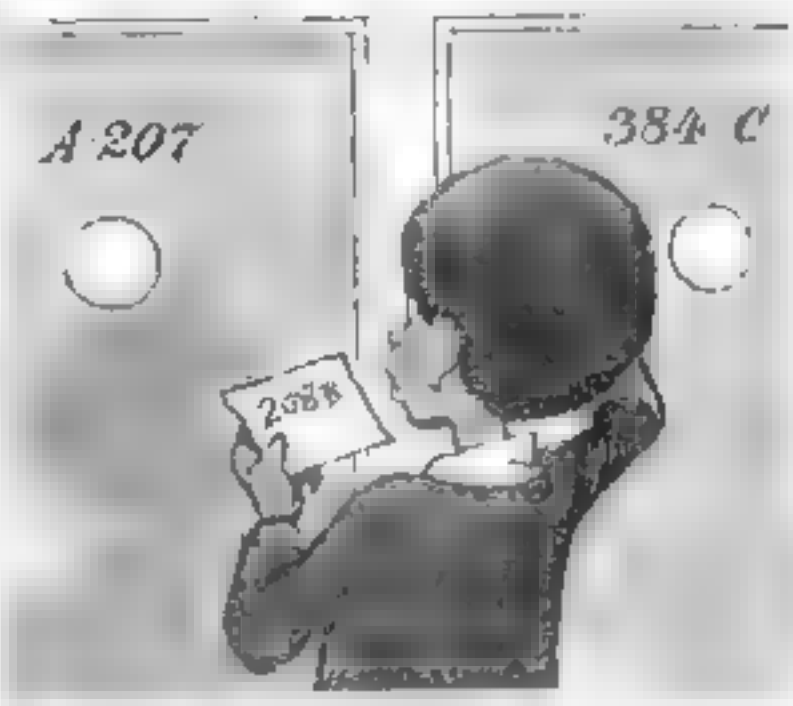
MADDENING MIMEO MACHINE lowers student grade averages by cleverly smudging key words in quiz questions. Mechanism is equipped with irregular ink dribbler, automatic stencil ripper, cockeyed paper feeder and other illegibility devices not normally found on mimeos in this price range.

26465—SMUDGY MIMEO $47.50



CLEVERLY REARRANGED CLASSROOM NUMBERS can induce panicky confusion among even your coolest upperclassmen. We offer complete sets of handsome brass numerals, together with instructions for switching them around on your doors in a zany new sequence each semester. A great way to increase absenteeism in crowded schools by preventing students from finding their assigned classes.

33917—CLASSY BRASSY CLASSROOM NUMBERS.....$42 per 10



PRECISION WEATHER INSTRUMENT WITH ELECTRIC BELL ATTACHMENT automatically sounds alarm for school fire drill whenever temperature drops to zero or wind reaches 40 M.P.H. Completely eliminates risk of staging drills on nice warm days when children might actually enjoy going outdoors.

5578—CLANG-A-MATIC, PNEUMONIA-MATIC FIRE DRILL TIMER $49.95

INFERIOR SHOP TOOLS doom junior high school woodworking projects to botched up disaster from the word go. Helps youngsters learn to accept the agony of defeat as they struggle in vain to make bookends, etc. Tool defects are scarcely noticeable, causing kids to accept teacher's judgment that their own klutziness is responsible for lousy results.

33014—CROOKED TOOTH SAW $8.50
33015—NICKED BLADE PLANE $7.75

WEIRDLY MARKED LAB EQUIPMENT helps turn even the simplest chemistry experiment into a student's nightmare. These test tubes were picked up cheap in a small European country that still uses such quaint measurements as hogsheads, gills and pennyweights. Impossibility of translating lab results into commonly used terms enables teachers to base final grades on pure whim.

6877—ODDBALL TEST TUBES 26¢ ea.

OUT-OF-FOCUS SLIDE PROJECTOR makes all pictures look alike, thereby ending wasteful expense of buying new slides for new lectures. Poor lens quality coupled with non-functioning focus dial permit you to identify shapeless blobs on screen as anything you wish. Comes complete with "Scenic Italy" slide set for illustrating talks on biology, safe driving or even scenic Italy.

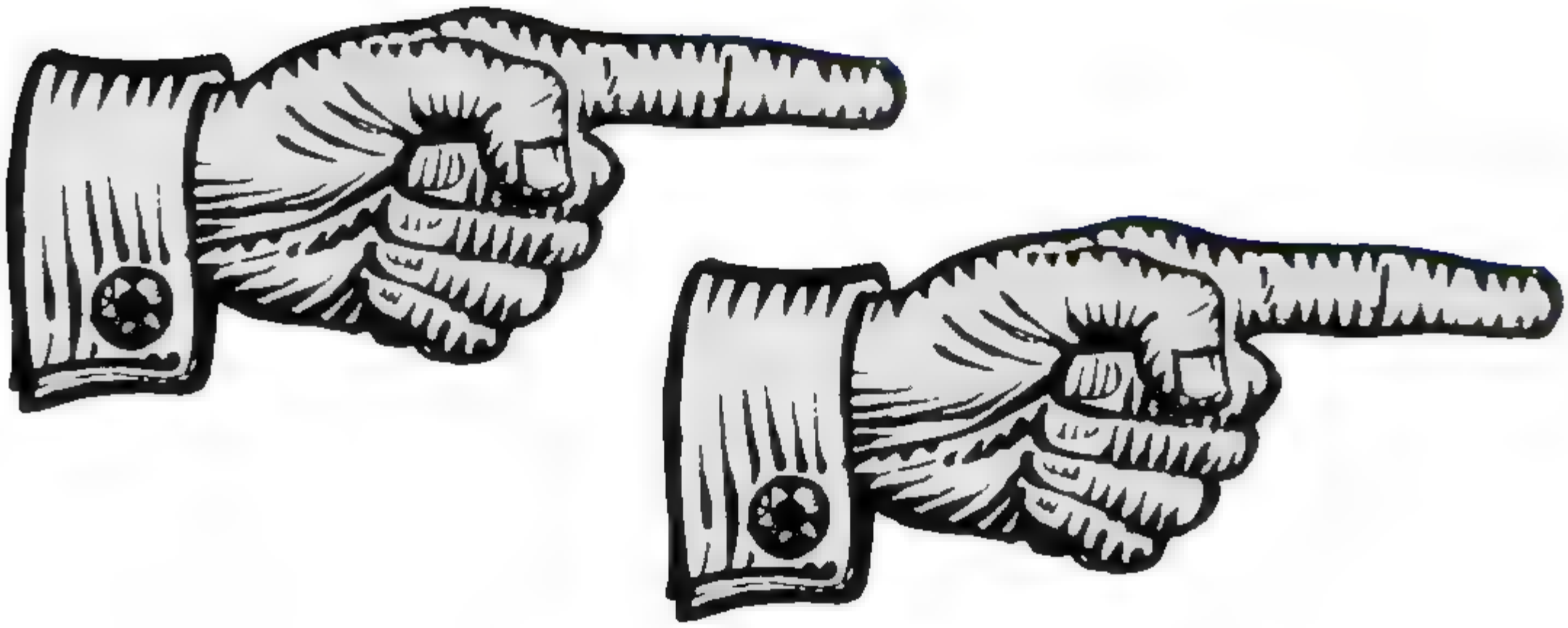
11519—G.A.F. (GOOD AND FUZZY) BRAND PROJECTOR..... $79.75

DON MARTIN DEPT. PART II

AROUND NOON ON A MOVIE SET

Nothing to see here!

Please skip ahead.



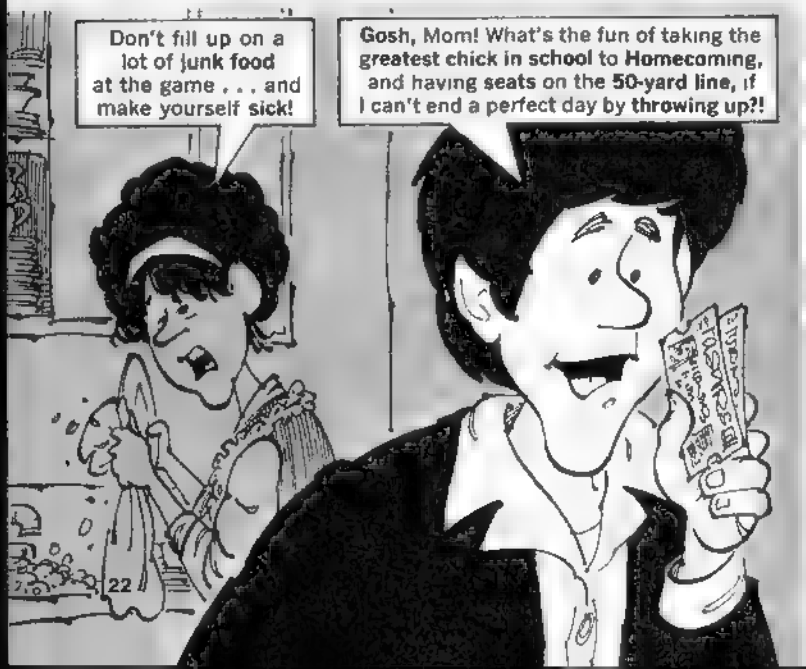
MINORITY RETORT DEPT.

Most young people look forward to the time when they'll be grown up and their parents will stop showering them with the same old trite words of caution, instruction and advice that they've heard almost every day of their lives. Well, forget it! Chances are that when you reach forty, Mom and Dad will still be counseling you to drive slower, dress warmer, and

KIDS' FRESH NEW PARENTS' TIRED

Or "What To Tell Your Parents When They Tell You N

ARTIST: PAUL COKER, JR.

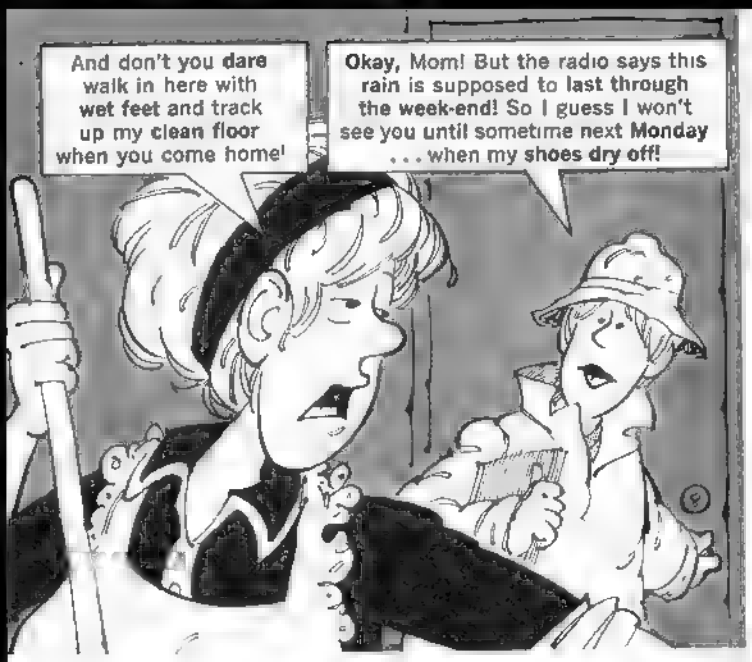


stop hanging out with the wrong crowd. However, there is a way to escape those well-meant parental clichés you've heard a thousand times. The trick is to make your folks realize that their words of "wisdom" are unnecessary, meaningless and downright silly. And to put your point across so you won't get clobbered, MAD furnishes you with tactful examples of

V COMEBACKS TO OLD COMMENTS

ot To Do Something You Weren't Going To Do Anyway"

WRITER: TOM KOCH


And don't you dare walk in here with wet feet and track up my clean floor when you come home!
Okay, Mom! But the radio says this rain is supposed to last through the week-end! So I guess I won't see you until sometime next Monday . . . when my shoes dry off!

Shame on you! There are a lot of hungry children in Asia who would be happy to have those vegetables!
Really? I never dreamed there was a shortage of slimy, overcooked broccoli anywhere in the world!!

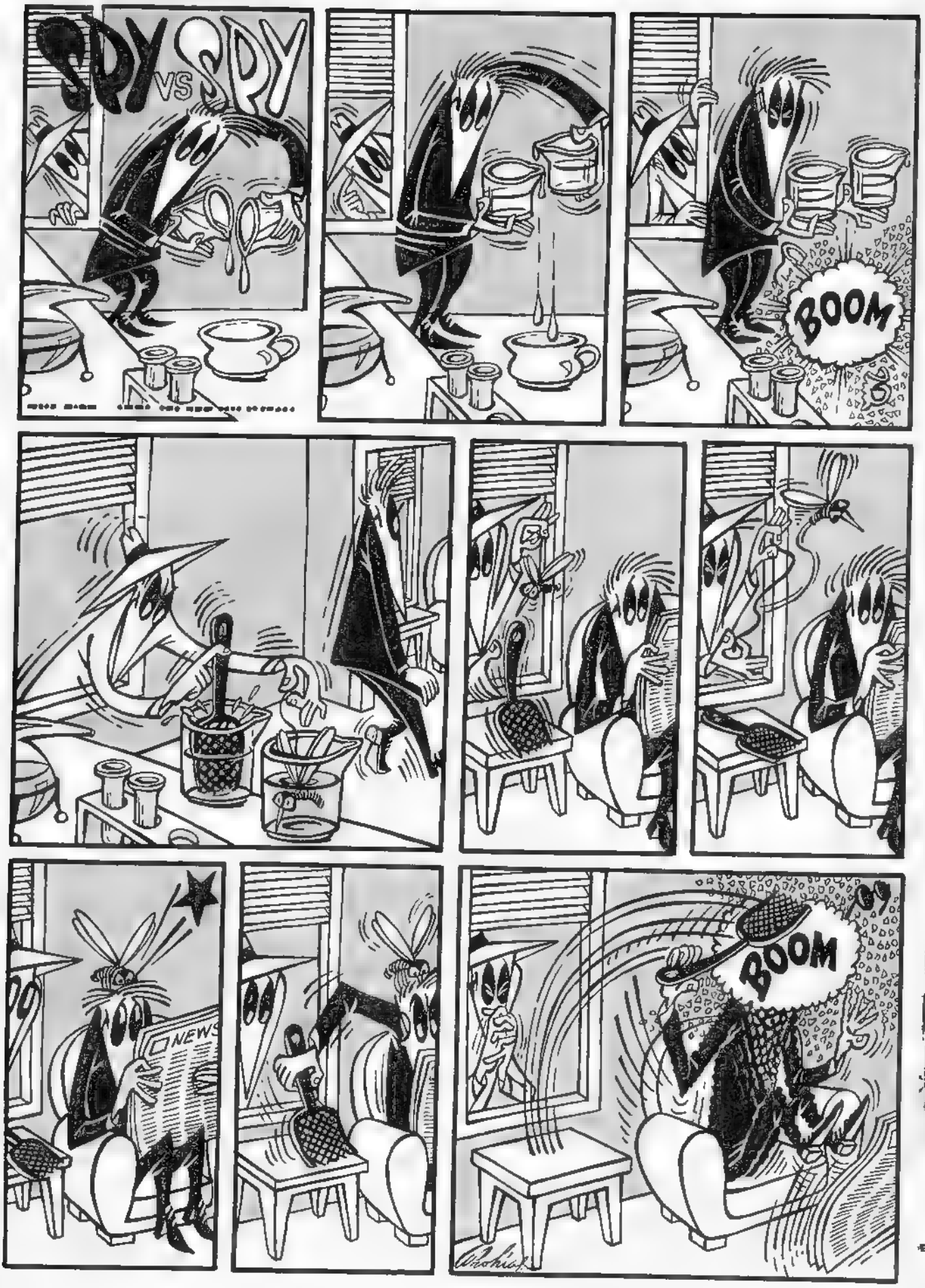
The next time you slam that door when you come in, I'll scream!!
Gee, Mom . . . I sure wish you wouldn't do that! The noise might bother the neighbors!

I really think you'd better break up with Milford, Dear! After all, we don't know anything about his family!
Well, they must have found out something about ours . . . because they've given him orders to break up with me!

Now, you keep far away from that playground bully who made you get dirt all over your new shirt yesterday!
Please, can I let him beat me to a pulp again if I promise to take my shirt off first, Mom?!?

Now, you come right home from that picnic if it starts to rain, Dear!
Okay, Mom, but I'll sure hate giving up my share of those soggy buns and wet potato chips!

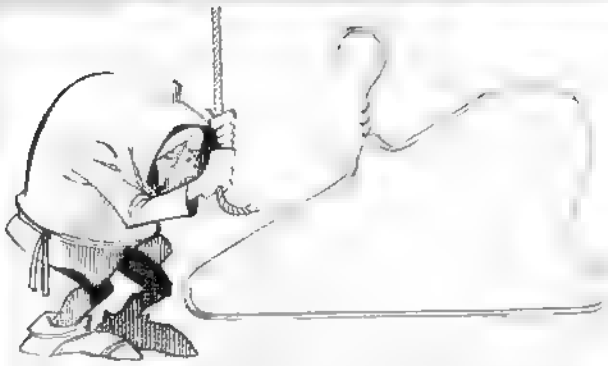
JOKE AND DAGGER DEPT.



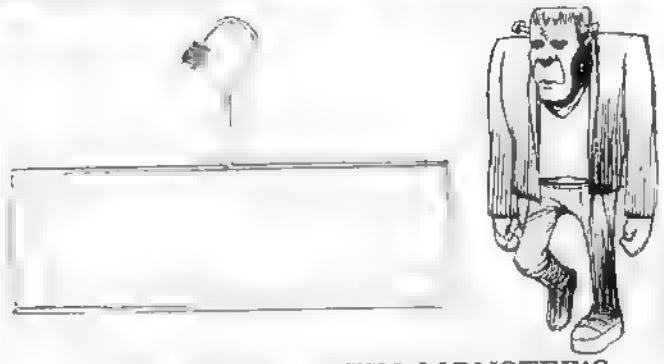
BENT OFFERINGS DEPT.

SOME LEGENDAR

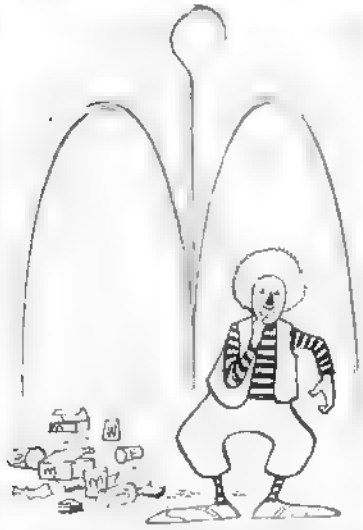
ARTIST: BOB CLARKE



THE HUNCHBACK OF NOTRE DAME'S WIRE HANGER



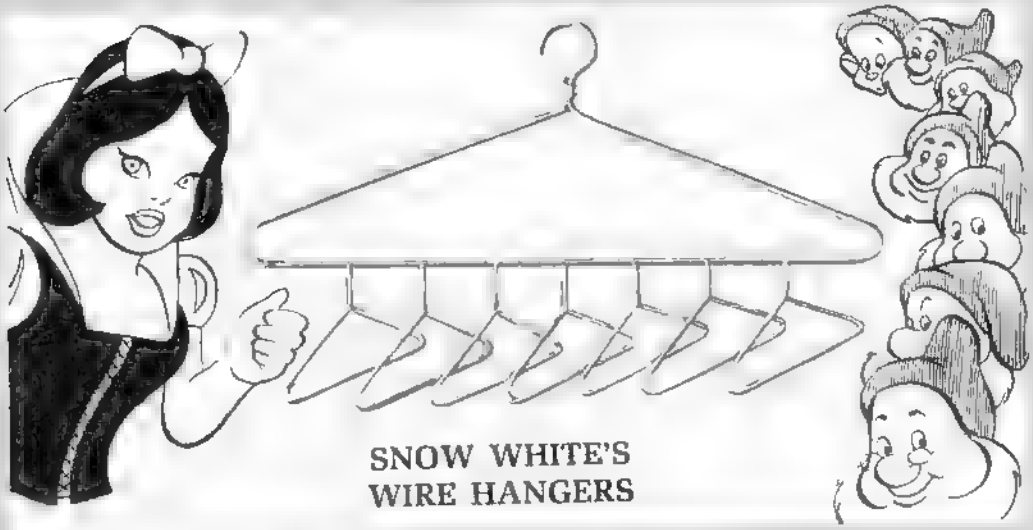
THE FRANKENSTEIN MONSTER'S WIRE HANGER



RONALD McDONALD'S WIRE HANGER

DR. JEKYLL AND MR. HYDE'S WIRE HANGER

ZORRO'S WIRE HANGER



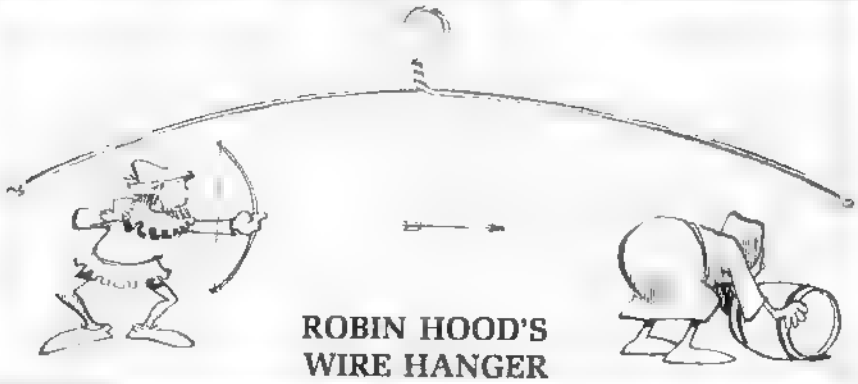
SNOW WHITE'S WIRE HANGERS

LADY GODIVA'S WIRE HANGER

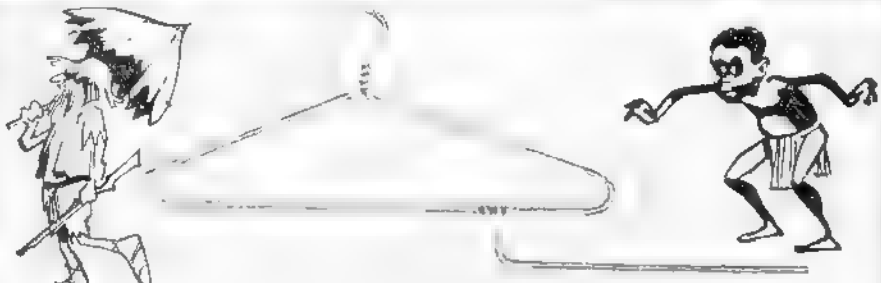
Y WIRE HANGERS

WRITER: PAUL PETER PORGES

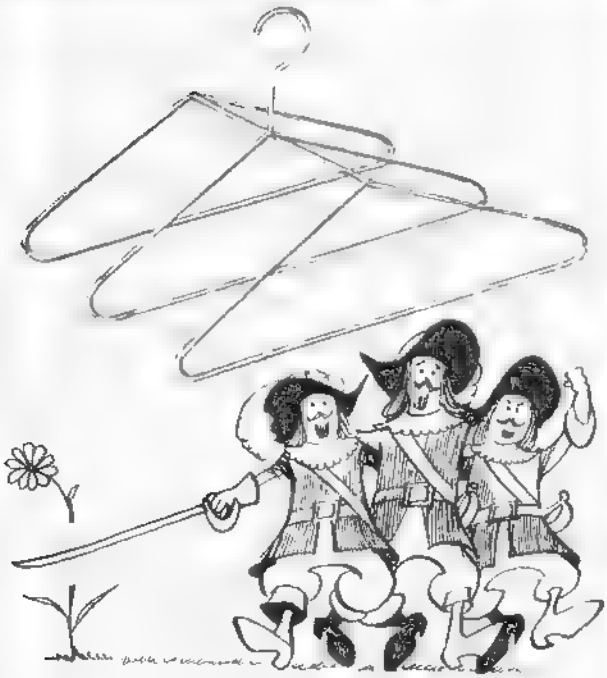
TOULOUSE-LAUTREC'S
WIRE HANGER



ROBIN HOOD'S
WIRE HANGER

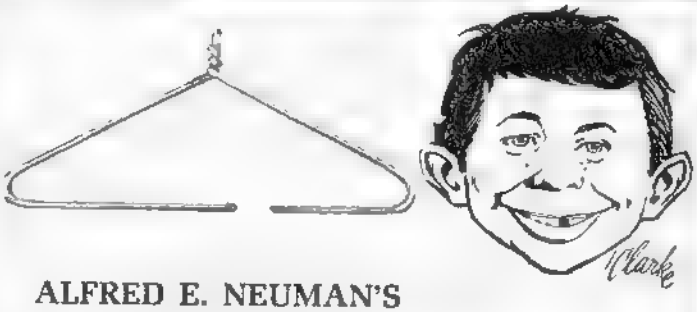


ROBINSON CRUSOE AND FRIDAY'S
WIRE HANGER



THE THREE MUSKETEER'S
WIRE HANGER

THE ROTO-ROOTER MAN'S
WIRE HANGER



ALFRED E. NEUMAN'S
WIRE HANGER

BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

DRILL

ARTIST & WRITER: DAVID BERG

SURPRISE!!
HAPPY BIRTHDAY!!
I baked the cake myself!
And I put all the candles on! One for each year!
Make a wish . . . and blow them out!
What did you wish?
That everybody will forget how many candles I just blew out!
I smell smoke! There must be a fire somewhere!
I'll get my spray can fire extinguisher!
I've looked all over! It's not in the house!
It's next door! What an inferno!
Can I be of any help . . ?
Are you sure you made the insurance payments?
Yes! Yes! YES! I told you I did! You're a real nut when it comes to insurance, y'know?
Really? Is it nutty to protect myself against any possible catastrophe? I'm especially concerned about fire insurance! I want to make sure I'm covered in case this place burns down!
BITE YOUR TONGUE!!
Are you crazy . . .?
I'm not insured for that!!

I'm so sorry, but the dinner I invited you over for is out! The stove isn't working!
Don't worry, baby! I'll show you how smart I am! Old Mr. Handyman will fix it for you!
Damn! This is impossible! The engineer who designed the pile of junk should be hung by his thumbs!
What are you trying to do?
Light your pilot light!
On an ELECTRIC STOVE?!?
We live in the "Throw-Away Age"... and this lighter is a prime example!
You buy one comparatively cheap, use it for a reasonable time, and when it's used up, the idea is to throw it away and buy another one!
But you've got a DRAWERFUL of OLD throw-away lighters!
Yeah... I know...
I can't bring myself to throw them away!
I hate the smell of a burning cigar! Take it outside and smoke it! And while you're at it, do something useful out there, like raking the leaves!
Okay! Okay! I'm going!
Now THAT's something I love... the smell of burning leaves!
Is that so?!
Well, A CIGAR IS BURNING LEAVES!!

Hold it! Before we sit down and the lights go out, I want to check where the "Exits" are!

Did you hear that? That's our Bernard who said that!!

I'm so proud of him! Imagine, at his age, having the foresight to orient himself with all the escape doors in case of a fire emergency!

Just for that, I'm taking you to the candy counter! I'm going to reward you for being such a good boy!

What'n heck is taking Bernard so long . . .?!?

Yeah! He was supposed to open the "Exit" doors so we could sneak in for free!

It's very romantic, having dinner by candlelight! But I can hardly see what I'm eating! What's this dish?

Viennese Sauerbraten!

And what's this one?

French Crêpes Suzettes!

And what's this one?

Irish Linen Napkin! How do you like it?

To tell you the truth, all these foreign dishes taste the same to me!

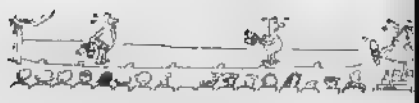
Here is a collection of editorials warning us that we are running out of domestic oil and natural gas, and the OPEC nations are bleeding us dry with their high oil prices!

And here is another collection of editorials warning us not to use the vast coal deposits we have instead, because burning coal will cause air pollution!

So I ask you . . . what is there left to burn?!

The editorials!

David Berg



SELLER BEWARE DEPT.

Whenever you purchase an appliance, you're always asked to fill out a "Warranty Card"! Believe us, the only thing that card guarantees is that the manufacturer will get a lot of free information about you so he can plot his next campaign to sucker you into buying another of his appliances. Here are the kinds of questions he'll ask you to answer:

ACME APPLIANCE COMPANY — 7-DAY WARRANTY

In Order To Validate Your 7-Day Warranty, Fill Out And Mail This Card Within 5 Hours Of Purchase

NAME_____ ADDRESS_____ CITY_____ STATE_____

TYPE OF APPLIANCE_____ WHERE PURCHASED: ☐ DEPT. STORE. ☐ APPLIANCE STORE ☐ DISCOUNT STORE.

LIST PRICE_____ PRICE PAID _____ (If these are the same, please make all future purchases directly from Mr. Seymour Acme at his home basement store)

REASON FOR PURCHASING THIS ACME APPLIANCE: ☐ SAW IT ADVERTISED ☐ RECOMMENDED BY A FRIEND ☐ RECOMMENDED BY A FORMER FRIEND ☐ THE DEALER, WHO MAKES AN 80% PROFIT, PUSHED IT

IF ADVERTISING, CHECK TYPE: ☐ TV. ☐ RADIO. ☐ MAGAZINE. ☐ NEWSPAPER. ☐ WRITTEN ON PUBLIC BATHROOM WALL. ☐ OTHER

SERIAL NUMBER OF APPLIANCE_____ Serial Number Is Located Inside The Motor Housing

WARNING: OPENING THE MOTOR HOUSING ON ANY ACME APPLIANCE VOIDS ITS WARRANTY

APPLIANCE PURCHASED BY: ☐ MALE ☐ FEMALE. ☐ OTHER. IF MALE, STATE AGE ____ AND OCCUPATION _____
IF FEMALE, STATE AGE ____, MEASUREMENTS ____-____-____ AND EVENINGS FREE_____

I INTEND TO USE THIS APPLIANCE FOR: ☐ HOME USE ☐ BUSINESS. ☐ HOME AND BUSINESS. ☐ RECREATION. ☐ KINKY SEX.
(If You Check The Latter, Please Describe Fully In Detail And Include Photographs –Preferably In Color)

MY ANNUAL INCOME IS: ☐ LESS THAN $10,000. ☐ $10–15,000. ☐ $15–25,000. ☐ $25–$50,000. ☐ OVER $50,000.
(If You Make Over $50,000 And You Still Buy Cheap Junk Like This Appliance, Please Explain Exactly Why!)
PLEASE NOTE THAT FAILURE TO COMPLETE THIS WARRANTY CARD IN FULL WILL RESULT IN EARLY APPLIANCE BREAKDOWN

Quite frankly, this practice gets us MAD! Why should we, the people who shell out the money to buy an appliance, then have to answer questions for the manufacturer! We think that turnabout is fair play, and it's about time those jokers answered some questions that we have! So next time you make an appliance purchase, cut out and send in this...

WARRANTY QUESTIONNAIRE FROM THE PURCHASING PUBLIC

ATTENTION:_____ I RECENTLY PURCHASED:_____
Name Of Appliance Manufacturer — Model And Serial Number Of Appliance

AND I DEMAND THAT YOU ANSWER THE FOLLOWING QUESTIONS TRUTHFULLY AND RETURN THIS CARD TO ME IMMEDIATELY!

NAME OR NAMES OF PERSON OR PERSONS WHO MADE MY APPLIANCE_____

DESCRIBE THEIR LEVELS OF COMPETENCY: ☐ EXCELLENT. ☐ GOOD. ☐ FAIR. ☐ POOR. ☐ RELATIVES OF EXECUTIVES.

WHAT DID IT COST TO MAKE THIS ITEM?	WHAT DID YOU CLAIM IT COST TO THE GOVERNMENT?	WHAT PERCENTAGE OF THE COST WENT INTO ADVERTISING?	WHAT PERCENTAGE OF THE COST WENT INTO THE OWNER'S YACHT?
_____	_____	_____	_____

HOW MANY OF THESE ITEMS DID YOU MAKE IN 1978?_____ HOW MANY OF THEM WERE DEFECTIVE?_____
WHAT IS THE NAME OF YOUR COMPANY PRESIDENT? _____ WHAT IS HIS ANNUAL SALARY?_____
WHAT IS THE AMOUNT OF HIS BONUS?_____ HIS EXPENSES?_____ HIS TOTAL "PERKS"?_____
WHAT IS HIS HOME TELEPHONE NUMBER? (SO I CAN CALL HIM WHEN MY APPLIANCE BREAKS DOWN) _____
DOES THE PRESIDENT OF YOUR COMPANY USE THIS PRODUCT IN HIS HOME? ☐ YES. ☐ NO. (If Not, Explain Why!)
IS THERE A SIMILAR PRODUCT ON THE MARKET THAT IS SUPERIOR TO THIS ONE? ☐ YES. ☐ NO. (If Yes, Name It!)
DO YOUR WORKERS EARN A FAIR WAGE? ☐ YES. ☐ NO. ARE THEY TREATED WITH RESPECT AND DIGNITY? ☐ YES. ☐ NO.
HOW MANY TIMES HAVE YOU LIED ON THIS QUESTIONNAIRE?_____ IS YOUR LAST ANSWER ANOTHER LIE?_____

PLEASE NOTE: FAILURE TO COMPLETE THIS QUESTIONNAIRE COULD RESULT IN A CONSUMER BOYCOTT OF YOUR PRODUCTS!

WRITER: DICK DE BARTOLO

ESTABLISHMENT ANGUISH DEPT.

When Radicals first climbed up on their soap boxes in our Grandparents' day to denounce "The System," they ranted mostly against Big Banks and Heartless Corporations that tromped on Impoverished Working People. By the Hippie Era, of the '60's, orators had broadened their definition of "The System" to embrace the Federal Government, the Local Police, the California Lettuce Growers and anybody else who wore shoes. By then, the victims included not only Impoverished Working People, but also impoverished people who wouldn't dream of working. Today, we are beginning to

YOU CAN'T BEA

ARTIST: JACK DAVIS

YOU CAN'T BEAT THE SYSTEM, BECAUSE...

. . . banks only give free TV sets to people who open $10,000 Savings Accounts . . . which automatically excludes people who could really use free TV sets.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...

. . . there's seldom an opportunity to vote for an honest politician in the general elections because so few of them can raise enough campaign money to win in the primaries.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...

. . . the only thing going up faster than the price of gasoline is the national crime rate, which means that when you have to start riding a bicycle to work, it will immediately be stolen.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...

. . . appliance warranties never go into effect until you sign a card stating that everything that's likely to go wrong will be your fault.

realize that "The System" has become even bigger and more ominous than we were previously told. Today, it includes every computer-crazed clerk, every pompous planner, every bungling bureaucrat, every managerial misfit and every inflexible imbecile whose crackpot concepts are waiting to snare us all in a web of cockeyed conformity. In short, "The System" has grown from a Left-Winger's Pet Peeve to a Man-Eating Monster. But no matter how much it may have changed over the years, there's only one comment you can make about it that's as true today as it was then, namely

AT THE SYSTEM

WRITER: TOM KOCH

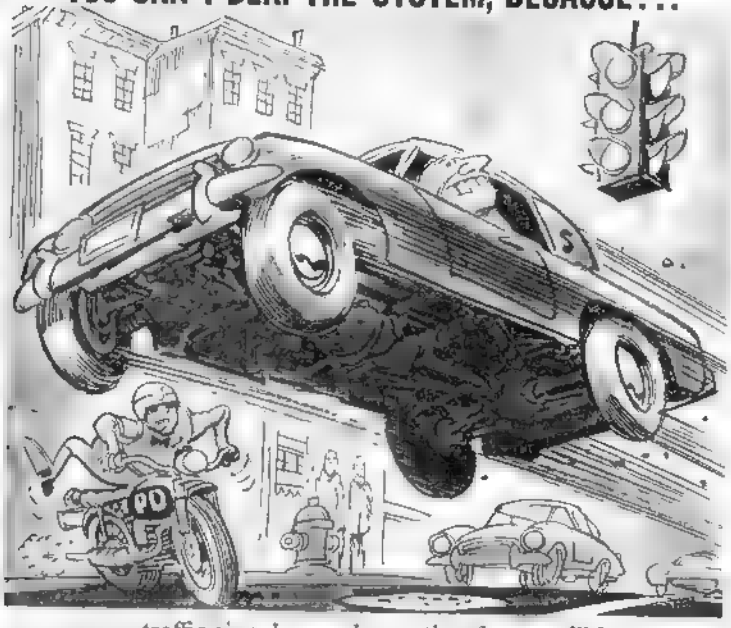
YOU CAN'T BEAT THE SYSTEM, BECAUSE...

. . . TV shows always wait until the very end to announce that you've been watching the first half of a two-part program, just so they can trap you into wasting another whole hour next week.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...

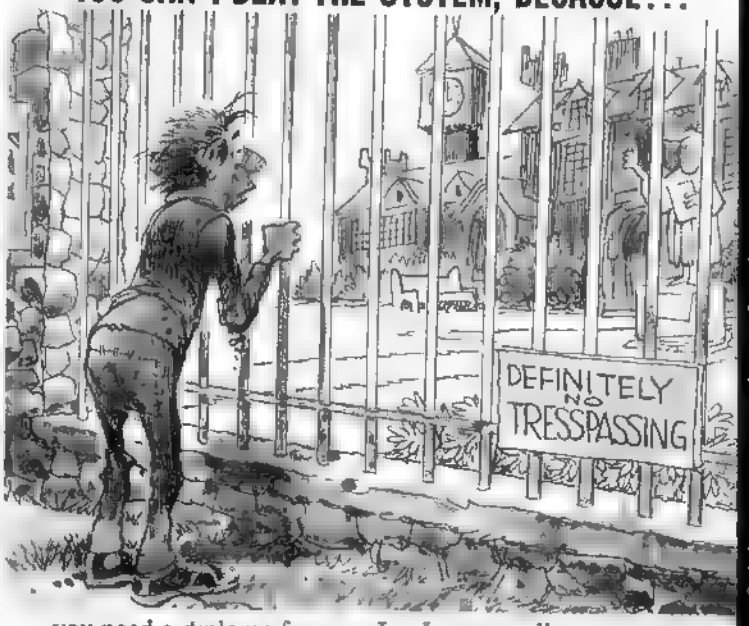
. . . most innoculations discovered by medical science to protect you against deadly disease have side effects that kill you even faster.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



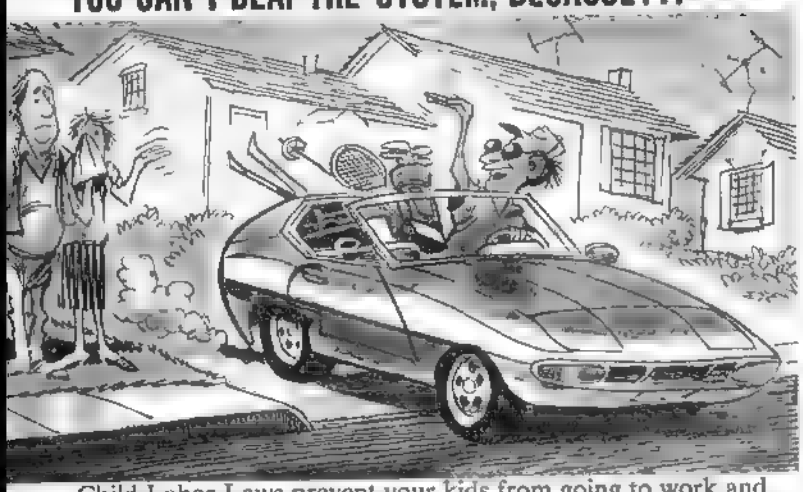
. . . traffic signals are always timed so you'll be stopped by every red light, unles you drive fast enough so you'll be stopped by the fuzz instead.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



. . . you need a diploma from an Ivy League college to assure yourself of big money after you graduate, but to afford Ivy League tuition, you need big money before you matriculate.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... Child Labor Laws prevent your kids from going to work and contributing to the family income until they're old enough to leave home and continue not contributing to the family income.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...

... your creditors will keep on charging you 18% interest on the money you don't really owe, while you're trying to prove that you don't even owe it.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...

... waiting for department stores to have sales merely assures you of a wide selection of all that atrocious junk that they couldn't get rid of at regular prices.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...

... there's no way to land a job without having previous experience ... which you can only get by holding a job ... which you can't land unless you have previous experience.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...

... bureaucrats always make you file a complaint form to report that they've misplaced one of your other forms, ... and then they promptly misplace your complaint form.

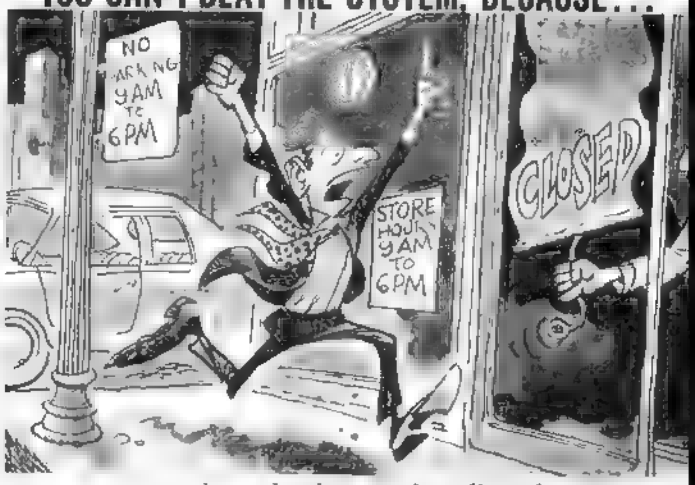
YOU CAN'T BEAT THE SYSTEM, BECAUSE...

... anyone who's sick enough to need a prescription drug is obviously in no condition to figure out how to open one of those "child-proof" medicine bottles.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...

. . . it's only your questionable word against the phone company's infallible computer when you claim you didn't make 5 calls to the recorded voice in Perth, Australia, that gives the correct time.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



. . . the only time you're allowed to park your car within walking distance of most stores is when they're closed.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...

. . . saving money by patronizing a self-service gas station means that nobody ever checks your radiator, which means you're sure to burn up your engine, which means you really aren't saving money.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...

. . . it's impossible to survive a hospital's endless admitting procedure unless you have the wisdom to check in before you get sick.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...

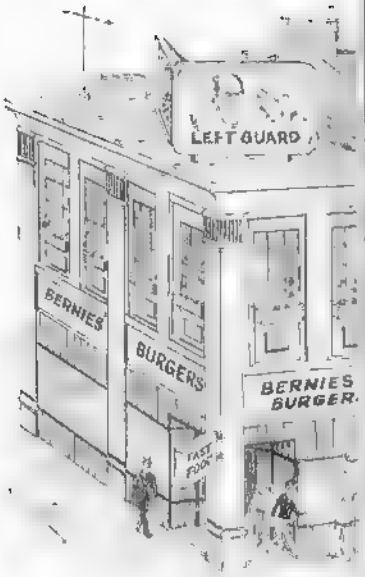
. . . all cars are carefully designed to make it impossible for a mechanic to repair one part without breaking at least two others.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...

. . . camping out all night to be the first in line for tickets to a David Bowie concert only means you'll probably be mugged and robbed of your ticket money before the box office opens.

THERE GOES THE NEIGHBORHOOD DEPT.

TEN LITTLE BUSINESSMEN



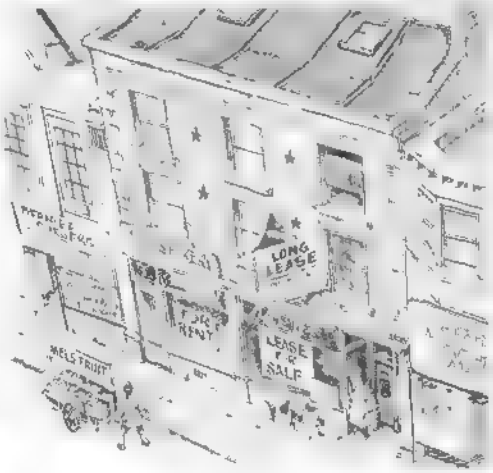
Each one in his glory,
Sold their wares in stores like these
Until...well, here's their story—

ARTIST: HARRY NORTH, ESQ. WRITER: FRANK JACOBS IDEA: CHARLES M. De FUCCIO

Ten Little Businessmen,
Making out just fine;
One clashed with a fast food chain;
The crunch left only nine.

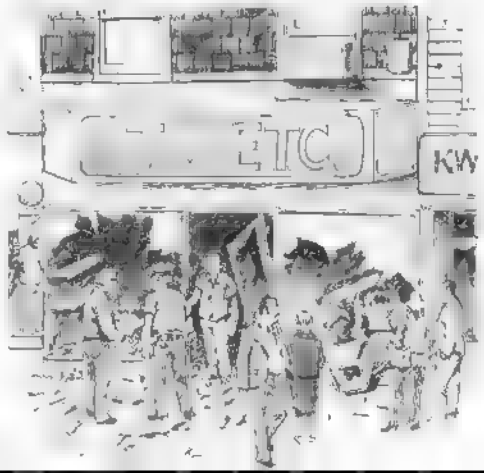
Nine Little Businessmen,
Pondering their fate;
One defied a labor boss;
The strike left only eight.

Eight Little Businessmen,
With no hope in Heaven;
One received a raise in rent;
The squeeze left only seven.



Four Little Businessmen,
Watching crime run free;
One had his insurance dropped;
The shock left only three.

Three Little Businessmen,
Praying they'll pull through;
One was stormed by looting mobs;
The loss left only two.



Two Little Businessmen,
Bankrupt and undone;
One employed "Tyrone the Torch;"
The blaze left only one.

Seven Little Businessmen,
In a dreadful fix;
One "protection" wouldn't pay;
The hit left only six.

Six Little Businessmen,
Only half alive;
One was burgled in the night;
The haul left only five.

Five Little Businessmen,
In a losing war;
One laughed off a junkie's threat;
The shot left only four.

One Little Businessman,
Scared and on the run;
He's closing up for good today;
And then there will be none.

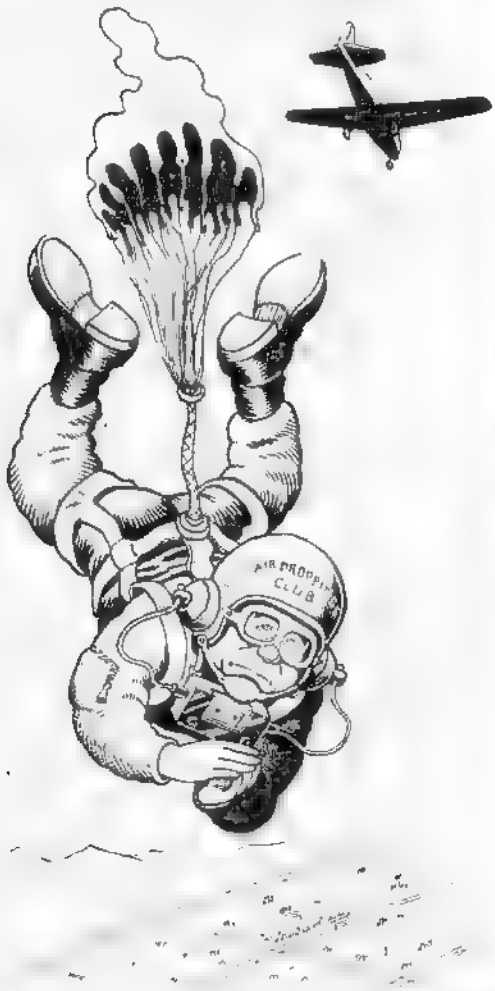
ONE TO A CUSTOMER DEPT.

HERE IS THE ULTIMATE IN PLANNED O

MAD ONE-TIME-

ARTIST: AL JAFFEE

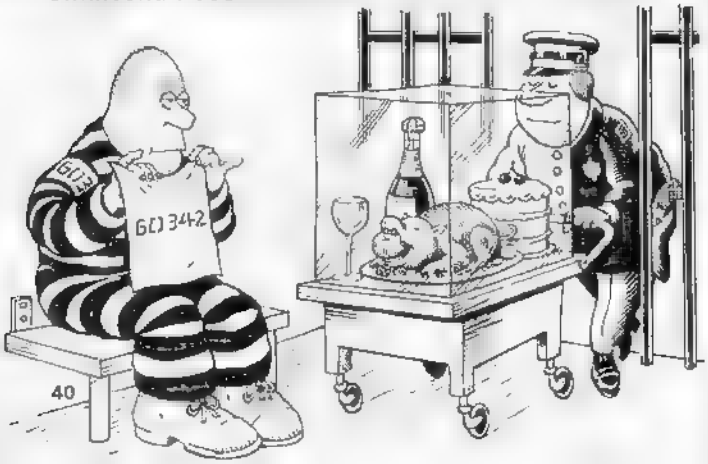
SKYDIVERS LAST RITES/KADISH EMERGENCY CASSETTE PLAYER



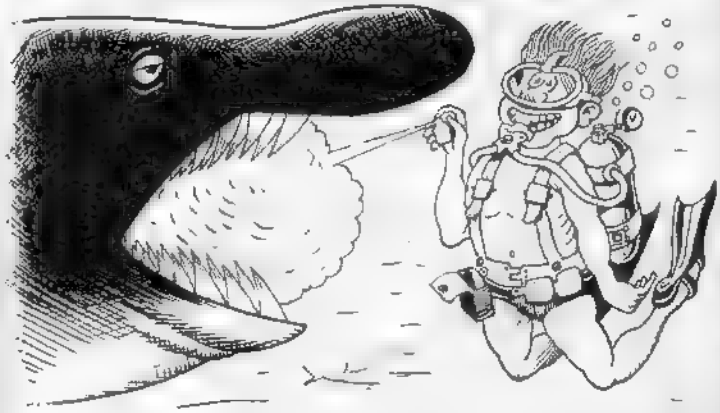
995.7 MM LOW-TAR MENTHOLATED CONDEMNED DICTATOR FILTER CIGARETTE

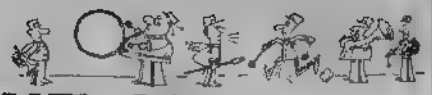
PRE-IMPACT PULSAR WRIST-WATCH-TYPE SPEEDOMETER/TACHOMETER RECORDER

SWANSONG'S GOURMET LAST MEAL FROZEN TV DINNER



KILLER-SHARK BINAKA-BLAST BREATH SWEETENER



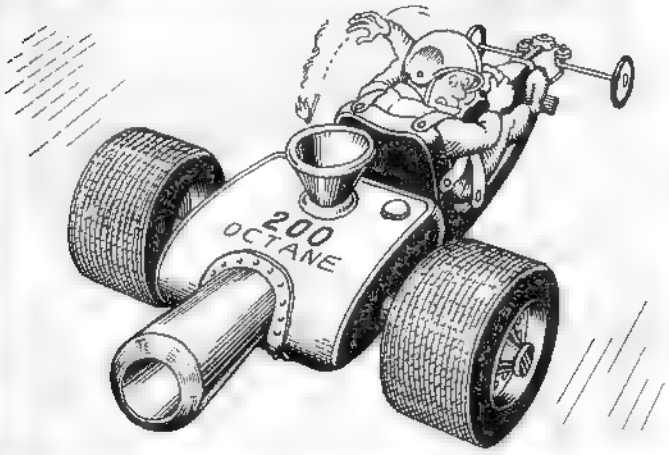


BSOLESCENCE...AN ASSORTMENT OF...

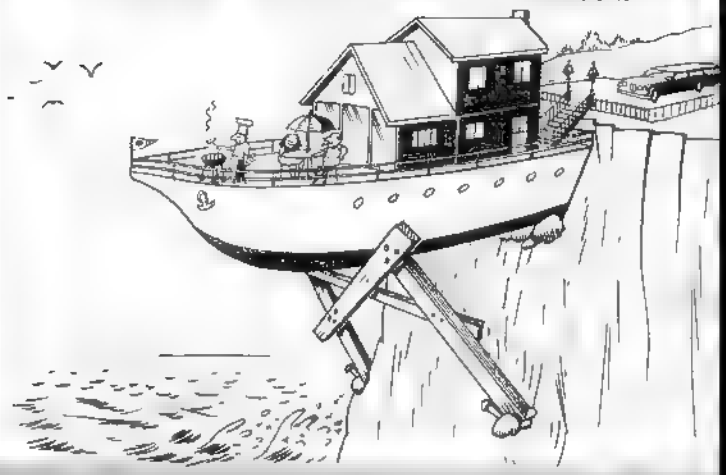
USE PRODUCTS

WRITER: PAUL PETER PORGES

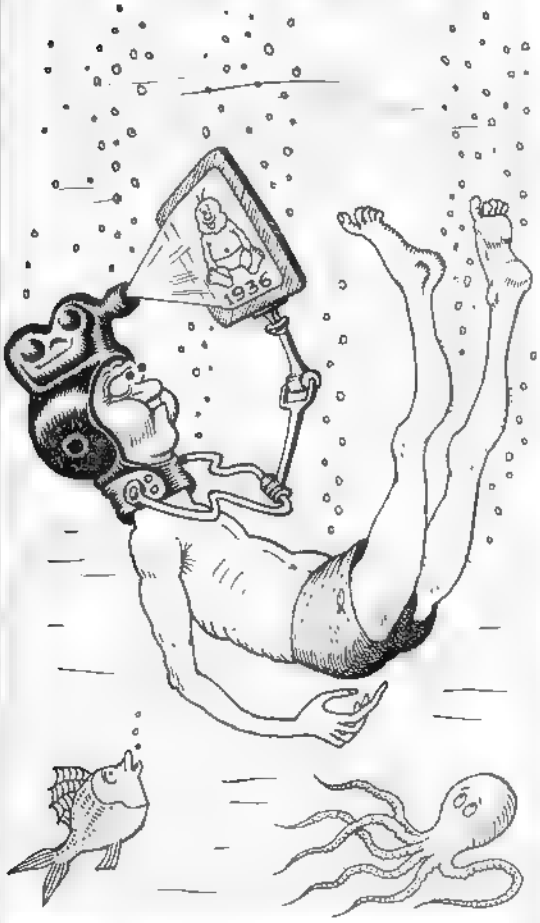
495.7 MPH EXTERNAL-COMBUSTION-DRIVE DRAG RACER



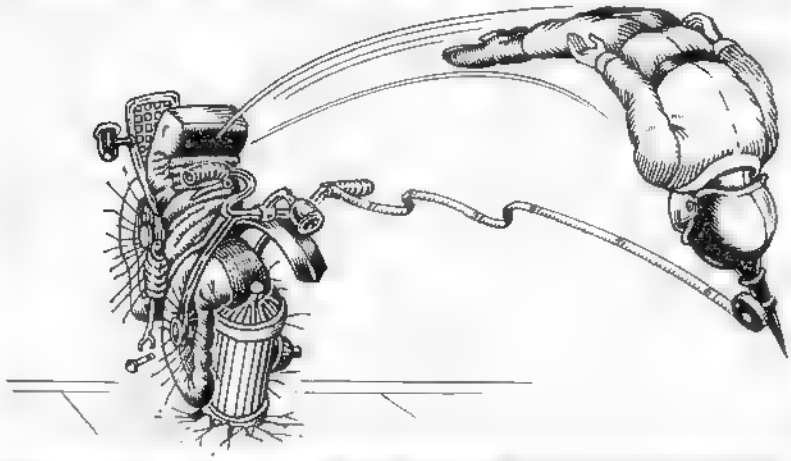
SAN ANDREAS FAULT SPLIT-LEVEL CLIFF-HOUSEBOAT



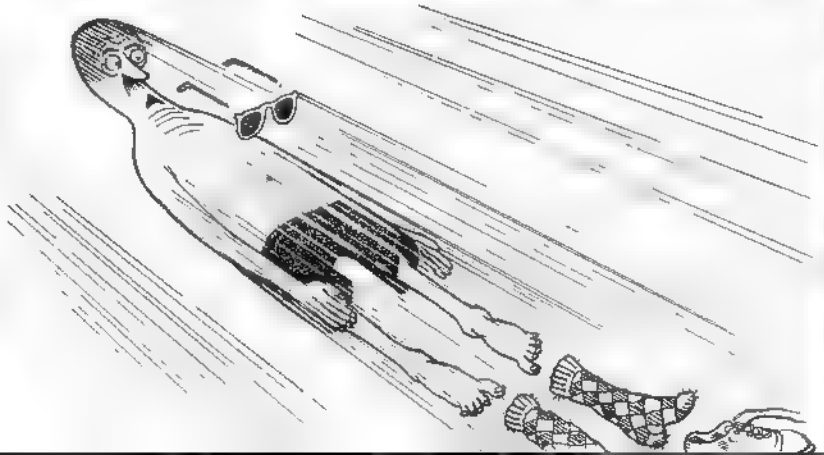
ABSENT-MINDED DROWNING VICTIMS WHOLE LIFE 8MM PROJECTOR-VIEWER



COMBINATION MOTORCYCLE CRASH HELMET AND CATAPULT DISTANCE MARKER



DESIGNER-STYLED SHATTER-PROOF ATOMIC BLAST VIEWING GLASSES



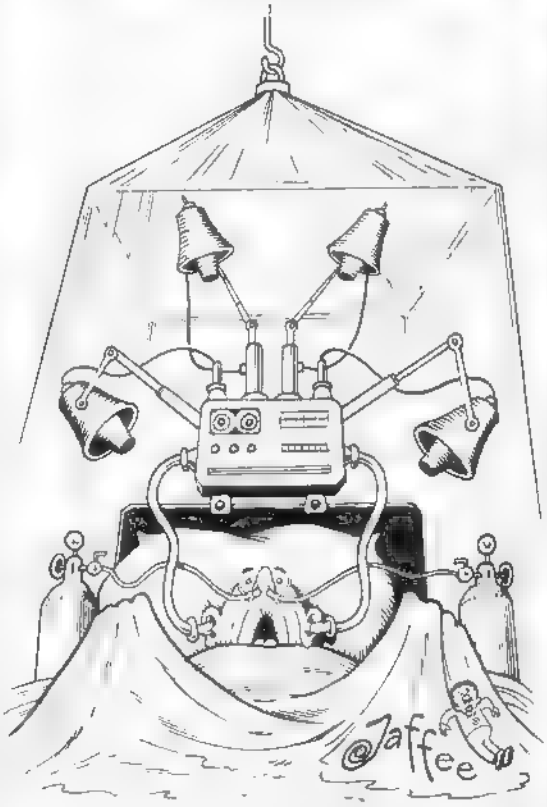
LOVERS-LEAP UNISEX COMBINATION JUMPSUIT

COMBINATION LAST WILL AND TESTAMENT AIR-SICKNESS BAG

END-OF-THE-WORLD DOOMSDAY DIGITAL-TYPE CLOCK-RADIO

MULTI-FACED NOISELESS ELECTRIC RANSOM NOTE TYPEWRITER

INTENSIVE CARE HI-FI 8-TRACK
OXYGEN TENT STEREO UNIT WITH
OPTIONAL INTRAVENOUS HEADPHONES



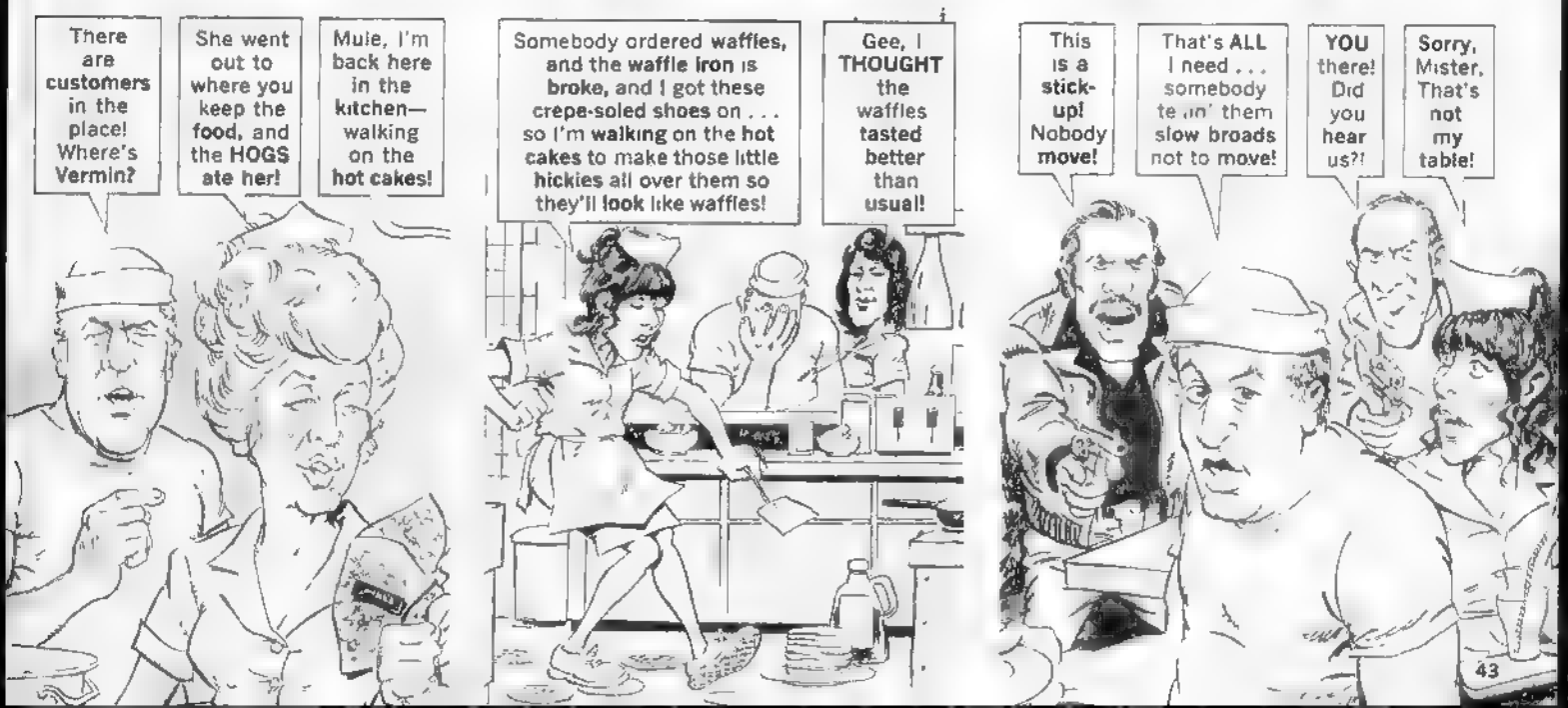
VULTURE-SCAVENGER PEST-CONTROL AEROSOL SPRAY

COUNTER-SCHLOCKWISE DEPT.

A few years ago, there was an Academy Award-winning movie about a woman whose husband was killed in an accident, leaving her with no money and a 12-year-old son to raise. Then some bright TV Network executive thought this would make a great premise for a weekly comedy series. The result? Well, all we can say is:

ALAS

ARTIST: ANGELO TORRES WRITER: LOU SILVERSTONE



Y'know, he kinda reminds me of my fourth Husband!

Hey, Good-Lookin'! What're you doin' after the hold-up?

Flu, be careful! He's got a gun!

Don't Ah know it! Ah really get turned on by a big dude totin' a weapon!

That's because a gun is a phallic symbol!

I used to play one of them in my High School Band!

You used to play WHAT . . . ?

A cymbal!

Flu . you'd be turned on by a plumber carrying a plunger!

Smel, kiss mah mint julep!

Look! It's the heat!!

Nobody try nothin', or I'll blast the brat!!

What? You gotta be kiddin'! You can't shoot a child on TV! Maybe over on the "Number One Network". . . but not here on CBS!

Don't be too sure, Honey! If the producers think a poor widow trying to bring up a kid is funny, they're liable to think a widow havin' her kid wasted is downright hi-larious!!

This is the Police! We have you surrounded! Come out with your hands up!!

Hey! They're sending out the kid!

What do they want . . . a getaway car??

No, they're hungry, and they want you to send in some food!

But Smel's is a restaurant!

That's why!! They ate there before!

We are coming to you, live, from downtown Phoenix, where a holdup is in progress at this very minute at Smel's Restaurant . . .

Look . . . ! We're on the TV!

Hi, Mama! I'll be home late tonight!

TV?! This is my big chance!!

We've only just begun to live . ♪ White lace and promises . . ♪

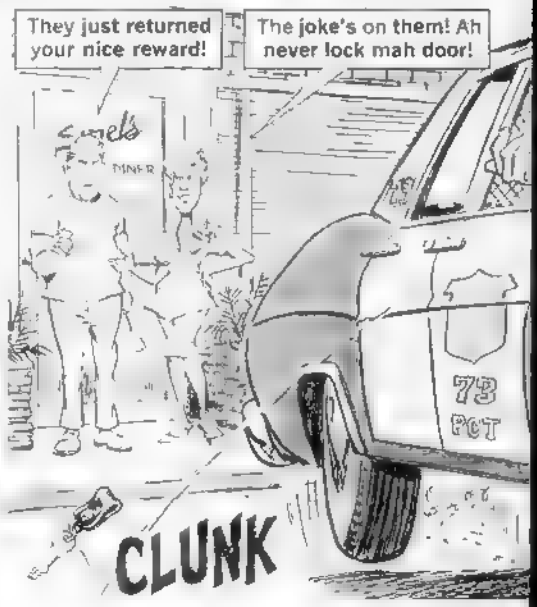
How did my song go . . ?

Ah don't rightly know! They put on a toilet paper commercial just as you started t' sing!

That's the story of my life!

The cops said, "No deal!" They're gonna starve you out!
If we give up now, we can be in jail in time for supper! Otherwise . . . we'll have to eat HERE!!
Hold your fire! We're coming out! We surrender!

You boys in blue did a right fine job!
Just doin' our duty, Ma'am!
Wa-a-ll, Ah think you deserve a nice reward! Here's my apartment key!

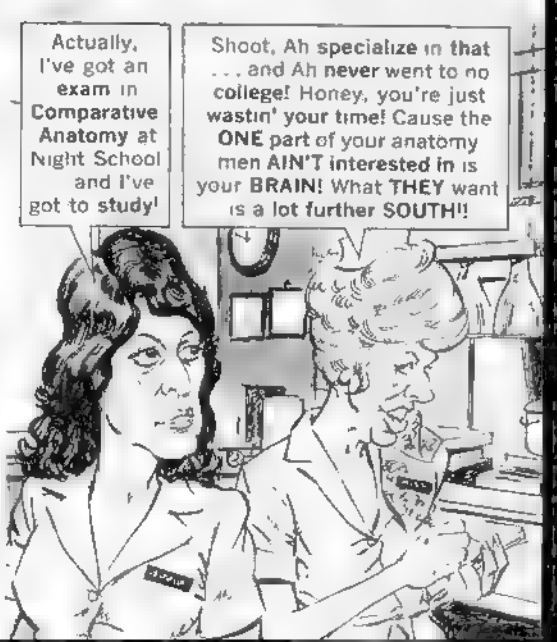

They just returned your nice reward!
The joke's on them! Ah never lock mah door!
CLUNK

Smel, here comes more trouble!
Another holdup?
No . . worse!
You mean the City Health Inspector?!
Even worse! My Mother-in-Law!
NO CHECKS CASH

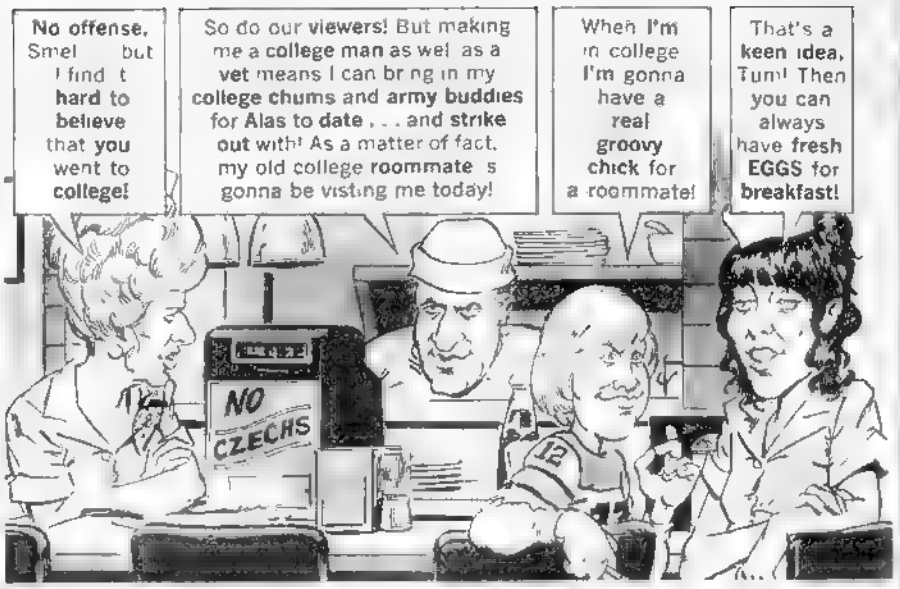
I was poking around in the attic, and I discovered some priceless treasures I want you to have!
Priceless treasures? You mean I'm RICH?
This is Din's first diaper! I had it bronzed! And this is the hair from his first haircut!
That's a lot of hair for a baby! How old was he?
Twenty-one! They made him cut off his beautiful curls when he joined the Army!

Alas, don't you know what day it is? Can't you tell by the way I'm dressed?
I know!! It's Hallow'een!
No, it's the anniversary of my baby's fatal accident!
Today is the anniversary of Din's DEATH?!
No, the day he married YOU!!

That woman depresses me! Smel, can I have a couple of hours off? I need some cheering up!
You gonna go out and get bombed?
No, I'm gonna go to a funeral!!


Actually, I've got an exam in Comparative Anatomy at Night School and I've got to study!
Shoot, Ah specialize in that . . . and Ah never went to no college! Honey, you're just wastin' your time! Cause the ONE part of your anatomy men AIN'T interested in is your BRAIN! What THEY want is a lot further SOUTH!!

Don't knock edjucation! Look what it done for me!
What'd they do, put you in a bottle of alcohol and study you . ?
It so happens, I went to college under the G.I. Bill!
"G.I. Bill"! I saw that movie on the Late Show!
You went to college, Smel?


No offense, Smel but I find t hard to believe that you went to college!
So do our viewers! But making me a college man as wel as a vet means I can br ng in my college chums and army buddies for Alas to date . . . and strike out with! As a matter of fact, my old college roommate s gonna be visting me today!
When I'm in college I'm gonna have a real groovy chick for a roommate!
That's a keen idea, Tum! Then you can always have fresh EGGS for breakfast!
NO CZECHS

Is your college roommate married, Smel?
Is he engaged, pinned, going steady, have a social disease or impotent?
No!
No to all that!
There must be something wrong with him! I'll bet he's GAY!
What's wrong with that? I like jolly people!

He s straight! A regular guy! Just like me!
I KNEW there was somethin' wrong w th him!

Smel, you ol' son of a gun!!
Rocky!!

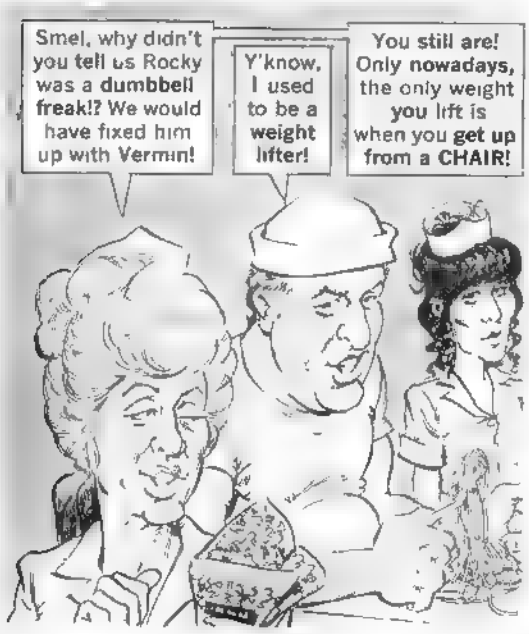
Smel this gorgeous hunk of man ain't nothin' like you! He can flick mah Bic anytime he wants to!
Rocky, meet the g.ris! The one with the big mouth is Flu—
She's Vermin—
An' she's Alas!
Hi! I'm a widow with a charming, freckle-faced son! Tum! Say something charming!
Hi! My Mom has a great body, and she doesn't have a date ton ght!
She does now!
Boy . can you imagine what would happen in real life if a kid talked the way I do?!

Golly, ah can't wait to hear if Alas scored las' night!
Here she comes!
Oh, my achin' back!
Touchdown!!

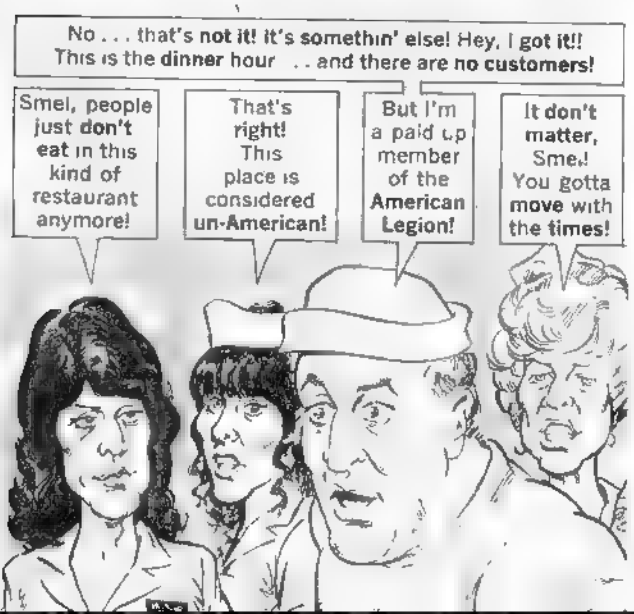
NO SMOKING
HOSPITAL

C'mon, Alas! Give us all the sexy details on how you hurt your back—as if I didn't know already!
There's not much to tell! He took me to dinner . . . and I should've been suspicious when he ordered his steak raw!
Did you hear that?! The man is an ANIMAL! He's MAH kind of GUY!
ANY kind of guy is your kind of guy!
Smel, kiss mah sweet pertater!

After dinner, he asked me if I'd like to come up to his place, and we could PUMP SOME IRON . . .
Jus' like that?! Ah mean . . . no warm-ups?! No preliminaries?! Get right to the main event?! What a man!!
Flu, to "pump some iron" is another way of saying "to lift some WEIGHTS"!
What? You mean, all you did was play around with some dumbbells?
Just ONE dumb-bell!


Smel, why didn't you tell us Rocky was a dumbbell freak!? We would have fixed him up with Vermin!
Y'know, I used to be a weight lifter!
You still are! Only nowadays, the only weight you lift is when you get up from a CHAIR!

There's something wrong tonight!
Gee, everything's normal! I had my weekly date, and I didn't make out!
We put down the food you serve here, and I made my quota of suggestive remarks!
I did my usual "moronic" bits!
And I did what I always do! NOTHING!


No . . . that's not it! It's somethin' else! Hey, I got it!! This is the dinner hour . . and there are no customers!
Smel, people just don't eat in this kind of restaurant anymore!
That's right! This place is considered un-American!
But I'm a paid up member of the American Legion!
It don't matter, Smel! You gotta move with the times!

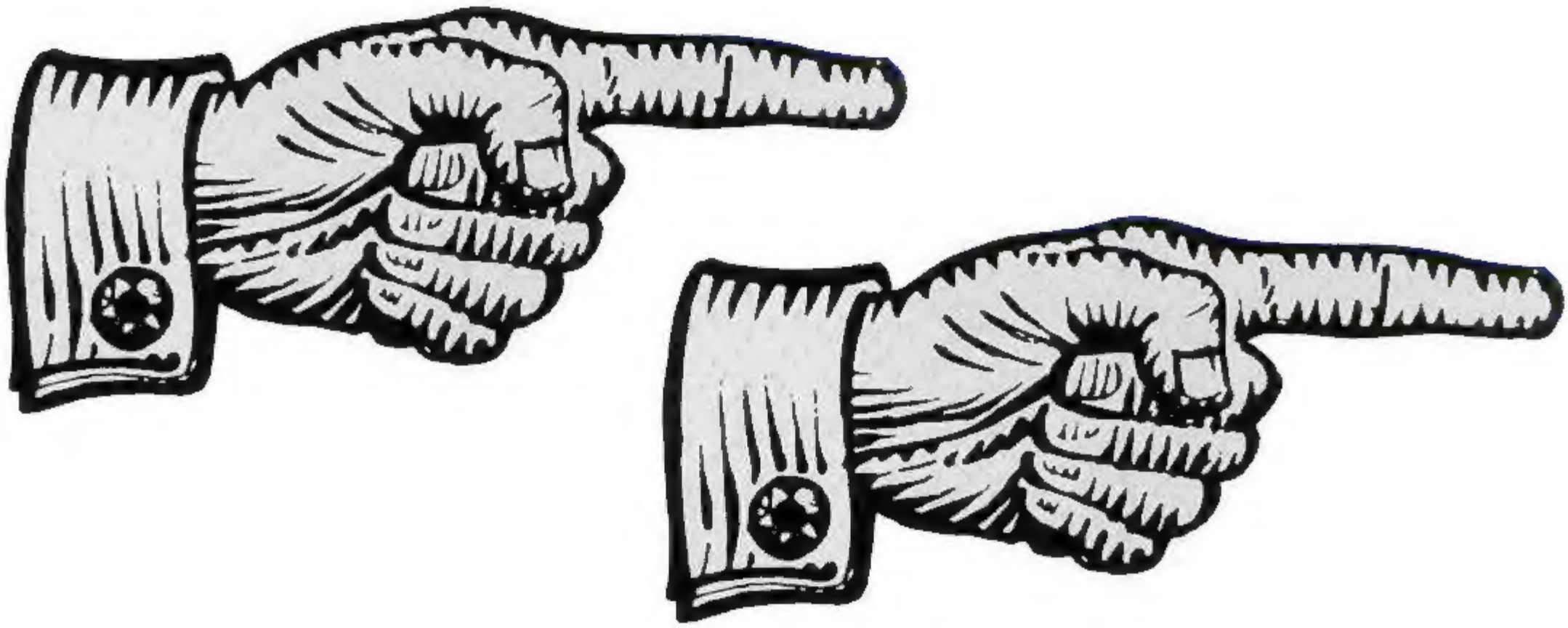
Have it your way . . Hold the pickles . . Hold the ketchup . . Smel's Big Burgers Make us retch up . .
Gee, how do you expect me to hold all this stuff! I only got two hands!
See anything you like, Mister . . . ?
Flu, hustle on your own time!
Smel, kiss mah Big Mac!
McSmel's Fast Junk Food
GIANT SMEL-BURGERS

DON MARTIN DEPT. PART III

ONE EVENING IN A BUS STATION

Nothing to see here!

Please skip ahead.



WHAT COMPETITIVE RUSSIAN AND JAPANESE ENTERPRISE THREATENS TOTAL ANNIHILATION?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

For many years, the Russians and Japanese have been competing in one enterprise that threatens the world with total annihilation. To find out what this horrendous venture is, fold in page.

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER: AL JAFFEE

WHATEVER RUSSIA AND JAPAN ATTEMPT TO DO, THEIR STYLE IS BOUND TO SHAKE THE WORLD. HOWEVER, IN ONE KIND OF ENTERPRISE, THEIR ACTIVITY IS QUITE APPALLING

A▸ ◂B

WHAT COMPETITIVE RUSSIAN AND JAPANESE ENTERPRISE THREATENS TOTAL ANNIHILATION?

FOLD PAGE OVER LIKE THIS!

A▶◀B FOLD BACK SO "A" MEETS "B"

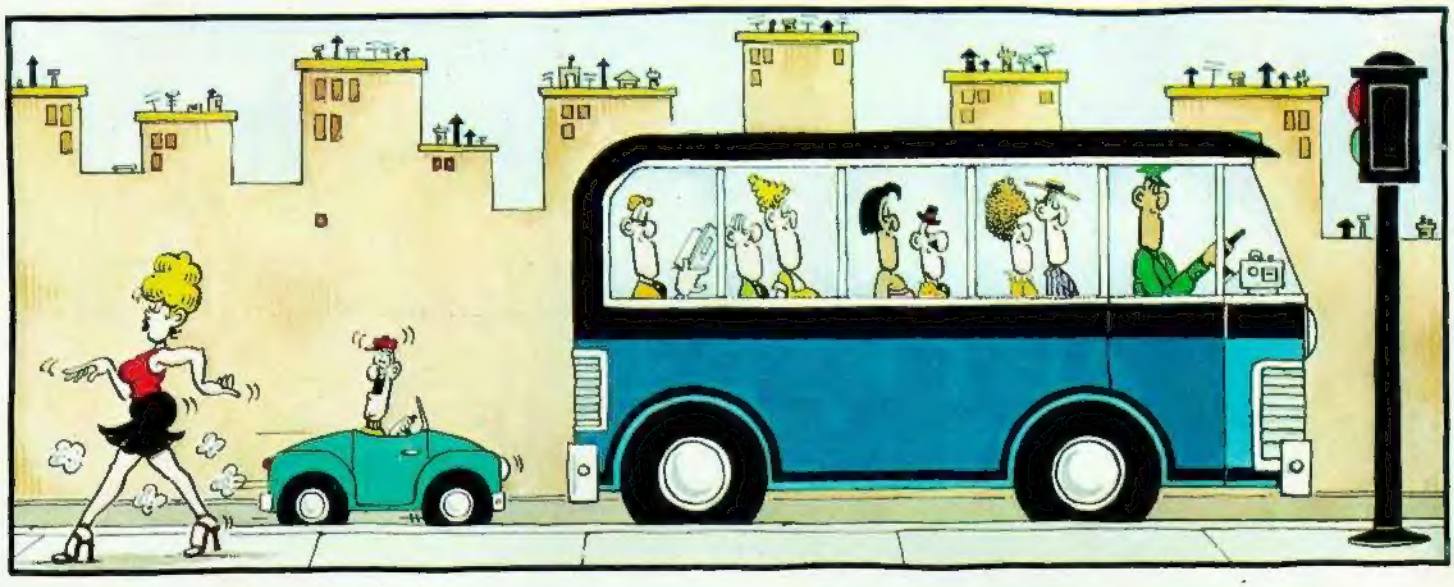
ARTIST & WRITER:
AL JAFFEE

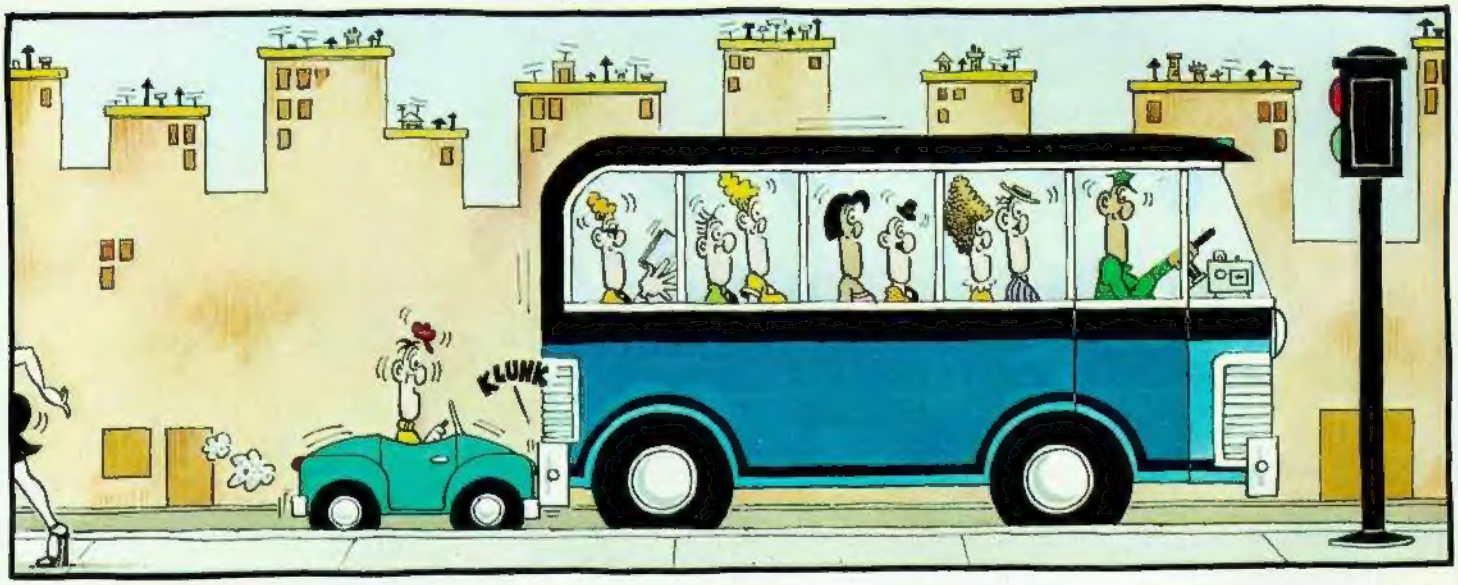
WHALE

KILLING

A▶◀B

ONE EVENING IN THE CITY





ARTIST: DON MARTIN WRITER: SERGIO ARAGONES